INFORMANT

JANUARY, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

Sharing in the Final Witness
13th *Watchtower* Campaign Opens 1951

Feature *The Watchtower* from House to House Four Months

1 Another year of opportunity opens before us to declare Jehovah's kingship. This good news must be heralded in all the inhabited earth before Armageddon's destruction. Since this, then, is the final witness, all will want to personally have a part in it, as well as invite and aid others to likewise join in the final witness.—Matt. 24: 14, *NW*.

2 How will we do this from January through April? During this 13th annual *Watchtower* campaign we will announce Jehovah's kingship by offering to the people a one-year subscription for the *Watchtower* magazine, and three booklets, on a $1 contribution. The booklets to be given are: *Evolution versus The New World, Can You Live Forever in Happiness on Earth?* and any other self-covered booklet. Stress *The Watchtower* rather than the booklets. There is no objection to offering both *The Watchtower* and *Awake!* subscriptions, with six booklets, on a contribution of $2.00, where the publishers have good success in presenting both together, or where a person already subscribes for *The Watchtower*, *Awake!* may be offered with the premium of three booklets. (This is a change from the December *Informant*.) Companies will remit 90c with each new *Watchtower* or *Awake!* subscription. The premium is not given with renewals. Remember, too, *The Watchtower* is available in many languages. These are listed on the inside of the front cover of each magazine for easy reference.

Attaining the Quota

3 The individual quota for company publishers is two subscriptions for the four-month campaign, while for the pioneers it is four each month. The quota for the United States will be twice the last peak

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Theocratic Ministry School

Preparing Student Talks on the *NW Translation*

1 The Society urges all attending the theocratic ministry school to get off to a good start in their analytical discussion of the *New World Translation of the Christian Greek Scriptures*. Every company should arrange a 15-20 minute demonstration for its service meeting built around the material to be considered in the new school schedule. The material that follows may be used in this demonstration along with any other points that can be brought out. If executed properly, everyone, students and attendants alike, will know just what is expected of him during the study of this fine translation.

2 All should read and study each week's assignment to be familiar with the story or theme and analytical features. This will enable them to bring out what the speakers may fail to cover. Concentrate on the analytical features rather than the story. Endeavor to show how this translation is different from and excels the common versions of the day. In preparing talks students should have before them copies of the *King James*, the *American Standard* and the *Douay* versions and the *Emphatic Diaglott* (for reference to its Greek text and its word-for-word interlinear translation) in order to compare them with the *New World Translation*. Then they should comment on the improved features and superior renderings and emphasize them so that the brothers can underline such in their copies of the new translation, or make notes of them.

Example

3 In Matthew 1: 1 note that word "history". Does any other transla-

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34 Per Cent Increase —Goal for 1951!

1 During the 1950 service year 115 countries reported! Each year brings a larger number of countries into the field of action. But what is even more thrilling than this is the marvelous increase in publishers that has resulted from all the preaching activity. Of these 115 countries reporting, 28 had an increase in publishers of 50 per cent or more, and 45 had an increase of 34 per cent or more! We marvel at the work accomplished in other lands, but we are inclined to dismiss from our minds the possibility of such an increase right here at home. In the United States we had an increase of 19 per cent. Why should we be behind those 45 countries with increases of better than 34 per cent?

2 Consider: Are there fewer sheep in our country? Is witnessing so much more difficult here? Are we lacking in literature and equipment? Are we financially hindered in preaching? No, for in all these points we are better off on a whole than our brothers throughout the world, being blessed with abundance. Should not we then show appreciation by increased effort?

Reaching the Goal

3 Brother Knorr, as president of the Watchtower Bible and Tract Society, suggests that in addition to our quota of 10 per cent increase on an average we strive to increase the peak number of publishers by 34 per cent over the 1950 peak. That would mean a peak of 144,913 publishers reporting by next August. Certainly this is not impossible, for last April 144,890 persons attended the Memorial. Should not these persons also be heralding the good news of the Kingdom to others?

4 Everyone must make the increase his business. It will require the co-operation of everyone: district servants, circuit servants, servants in the company, pioneers, and company publishers. Earnest zeal must be displayed on every hand.

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Final Witness *(Continued)*

of publishers, or 220,000 subscriptions.

4 While people in general do not appreciate the priceless value of *The Watchtower*, we do, and can therefore enthusiastically present the magazine. In your presentation show how attractive and valuable it is in gaining a clear understanding of the Creator's purposes. Be prepared. Read your own copy. Know its contents. Then use that knowledge in making your presentation. Back issues may be left with the people as sample copies. Calling back on such placements will provide openings for obtaining more subscriptions.

5 The primary avenue for obtaining new subscriptions is the regular presentation of *The Watchtower* from house to house. If one fully appreciates the importance of this essential part of the ministry, he will set aside a definite time each week to participate in the house-to-house presentation of *The Watchtower*. Be determined not to let small and incidental things prevent you from sharing in the witness given from house to house.

Assist Each Other

6 If till now you have not had an active part in the house-to-house witness work, take advantage of the Lord's organization with its mature servants to help you get started during this *Watchtower* campaign. Accompany one of the more experienced publishers for a while, or when the circuit servant visits your company, go with him. Servants and mature brothers and sisters, you are in position to help train and encourage these persons.

7 Companies may profitably spend a few minutes, before going out in group witnessing, to demonstrate or discuss some effective ways to present the offer. The conductor should check to see that each one has the needed equipment, such as subscription slips, sample copies and record sheets. Keep an accurate record of all subscriptions placed and interest found, because you will want to call back and cultivate this initial interest.

8 How will we cover our vast territory and give the final witness? With increased effort, of course! We will extend our preaching time by getting an earlier start and remaining in the field for longer periods of time. And we will aid others to bear witness of our reigning King and the blessings of his rule. We are determined during 1951 to spread the pure language of the 'good news of the Kingdom for the purpose of a witness'.

Presenting THE GOOD NEWS

At the Doors

1 Honest persons in all walks of life desire life in peace and happiness and are now distressed by the perilous times in which we live. They need a comforting and cheering message, and Jehovah's witnesses have it! Confidently approach the door with these thoughts in mind. When you contact the householder, it is wise to make known the purpose of your call as soon as possible. Do not act hurried or frightened, but speak calmly and distinctly so that what you say will be understood. Be friendly and conversational, just as if you were talking to your neighbor. You might choose to introduce the message in this manner:

2 "Good morning, I am Mr.———, a minister of the gospel engaged in a Bible educational work. In these perilous times people all over the world need the comfort and hope that comes from knowing what God's purposes are respecting the earth. This information can be obtained only by an examination of God's Word, the Bible. The Bible teaches us to pray for God's kingdom to come, because through it we are to receive peace, security and life. It is comforting to know that that kingdom is here and we can confidently look forward to the blessings it will bring. I have a publication with me that shows where these facts are given in the Bible. It is this magazine, *The Watchtower*, whose purpose is to announce Jehovah's kingdom. Look what it has to say in this paragraph about that kingdom." Thereafter inform the householder how he can get *The Watchtower*.

3 For those still uncertain as to the value of the magazine to them, you can point out its excellent features. It contains enlightenment on important Bible prophecies that are ancient patterns for present-day happenings; it answers puzzling and perplexing questions in each issue; it considers the lives and actions of Bible characters, as well as doctrine, recent archaeological findings, research on ancient writings, languages, history and geography. Of special interest are the articles dealing with human relations, conduct, rearing of families, etc. And do not forget its convenient size, easily read type on non-glare paper, and colorful illustrations.

4 Or, you might be able to use the handbills to good advantage in introducing the gospel at the doors. After introducing yourself and stating the purpose of your call, you might say: "A part of this work is the holding of free Bible lectures. Please accept this personal invitation to attend one that will be given this week. These meetings and lectures are but a small part of the work we are doing. The greater part is the helping of the people at their homes to get an intimate knowledge of the purposes of Almighty God as they are found in the Bible. For that very reason this publication has been provided. Just listen to what it says here about the purpose of Jehovah in establishing his kingdom and what it will do for all men of good will."

5 Servants can plan demonstrations utilizing the above introductions or any other approach that is friendly and appealing. To accomplish the most in your house-to-house preaching, prepare yourself to introduce the good news at the doors.

34 Per Cent Increase! *(Continued)*

Each publisher should make a personal goal of starting one new publisher in the service during the 1951 service year.

5 The increase is on! No power under the sun can stop it! Thousands of good-will persons are waiting to be fed with the truth and helped into the preaching activity. The challenge is before us. Will we measure up to it? Already we have seen in the first month of the service year an increase of 3,500 publishers over last year's peak. This is the time when everyone must do his part in educating such persons to Jehovah's praise. Our goal is 34 per cent increase in the peak of publishers! Can we do it? With determined effort and Jehovah's help, we will do it in 1951!

Hungarian *Watchtower*

Subscriptions for *The Watchtower* in the Hungarian language will no longer be taken, due to the proscription of the Hungarian branch. This notice is also given so that present subscribers will know why they are not receiving this magazine regularly.

YOUR SERVICE MEETING

A regular feature of this column will be to outline suggestions for demonstrations to improve your service meetings and to assist you in fulfilling your ministry. Do you feature demonstrations on your service meetings? Are your meetings lively, interesting, practical and instructive? Are the most effective and successful means of presenting the good news illustrated by demonstrations so that all publishers can benefit from them? The following material should be planned for one service meeting during the month. Approximate time will be from 10 to 15 minutes.

Purpose

This demonstration should answer two objections commonly raised by many when offered *The Watchtower*, namely, (1) "I have too many magazines already. I don't need *The Watchtower*"; and (2) "My church supplies me with all the reading matter I need. I am quite satisfied with what I have."

FIRST SCENE: Publisher on the doorstep talking to man of the house. Assume that the publisher has already made his initial presentation of "The Watchtower". The demonstration can open up with the man of the house raising the first objection noted above.

In refuting this objection do not denounce their magazines, but show where *The Watchtower* fills a need their publications do not. Their magazines are all right in their field, but they do not point out the way to everlasting life. Have they found that those periodicals give them the knowledge that is required to meet life's problems? Just how much of *lasting* value have they gained from them? They will generally agree, too, that many magazines feature things of little or no value, being printed primarily to entertain. Contrast this with *The Watchtower*, what it has to offer. It is in a class by itself. It points the way to everlasting life by announcing the established kingdom of God. What would you, as one of earth's people, say is our greatest need? Is it not God's kingdom for which you as a God-fearing person have been taught to pray? Do you realize that to live in it you must live for it? And to live for it you must learn about it? From there you could point to a certain section of *The Watchtower* that will substantiate your argument and show the practical value of having such a magazine come regularly to the home.

SECOND SCENE: The living room of a religious home. In this scene the publisher has been invited into the house, where he makes a brief presentation of "The Watchtower". The householder counters with objection number two. In overcoming this the publisher may use the following points:

Ask if they always find time to read their church magazines. In the majority of cases the answer will be No. Then, certainly, they cannot consider them completely satisfactory or necessary. Though they are busy, surely, if they considered these publications vital, they would find time to read them, for almost all people find the time to do the things they really want to do. Whether the answer is yes or no the publisher may tactfully draw the person out on the matter. Do you find that your publications have the answer to world conditions? Do they offer you a solid hope for the future? By reading them, do you acquire peace of mind, security and the hope for everlasting life? Then illustrate just how *The Watchtower* meets and satisfies these needs. It answers their Bible questions, explains the reason for the world crisis, establishes hope in a new world, gives peace of mind and security by showing what the future holds forth and how to prepare for it. Have something definite that you can point to in *The Watchtower* that will stir their interest and arouse their desire for the publication. The publisher might tell how *The Watchtower* has aided him, the value he places on it, prompting him to give his time freely and unselfishly to bring them *The Watchtower*.

Ministry School (*Continued*)

tion have that rendering? Why does the *NW*? Note footnote [b]. In 1:2-16 note the *AV* rendering "begat" and how the *NW* improves over it to show whether it refers to the conception of the child or its birth. Note the names in the genealogy: Do they agree with the Greek text spelling or with the Hebrew text of the ancient scriptures? How about their hyphening and accenting? Do not overlook any of the footnotes on the first page (page 35). Is there any value in the cross references in the side margin?

[4] Note "Christ" in 1:16. Is Jesus always spoken of as "Christ" without the article, and does the expression "the Christ" mean exclusively the "body of Christ"? See 2:4. At 1:18 note "holy spirit". Is the omission of the definite article an affront to the "Holy Trinity", and why does the *NW* here carry no definite article? See the *Diaglott's* Greek text and the interlinear word-for-word translation. What does this indicate concerning "spirit"? Note the first appearance of "Jehovah", at 1:20. Why does the footnote say, "Jehovah's or Yahweh's"? What authority is there for this rendering? What does the footnote on "Jesus" in 1:21 show for this name? Even if the name "Jehovah" were not in the main text of the *NW*, would "Jehovah" still be in the Christian Greek Scriptures, according to this footnote? Note the difference of Hebrew authorities for 1:22 and 2:4.

[5] In 2:1 were those visitors "wise men" or of demonic wisdom? According to 2:2 and 9 did they see his star to the eastward and travel east? At 2:4 what does the footnote show for "the Christ"? According to 2:13, was Jesus then a newborn babe? Do not overlook the footnotes on this next page (38). At 2:23 what does the footnote [d] have to say for that unknown town of Nazareth, and hence what does footnote [e] have to say in relation thereto? (See October 15, 1950, *Watchtower* for additional examples.)

[6] The above represent some of the features that the student speakers in particular might watch for and call to the special note of their auditors. This represents the system of analytical commentary that they are to follow in delivering their talks on the text of the *NW*.

[7] Now for the speakers on the chain-reference words. For the first lesson, you may group the references on "Abraham" in similar passages. But in your alloted time try to bring to the fore all the outstanding references on Abraham. Do not dwell too long on any one feature about him, but try to show his justification by works as well as faith, his meeting Melchizedek, his 'attempting to offer up his only-begotten son', etc. Have your auditors follow along with you in their copies of the *NW*.

[8] This assistance rendered by the speakers will aid all attending the school to learn how to do research work in the *NW* for themselves, and so make us all more able ministers of God's Word. Good demonstrations on the proper way to use the *NW* will show many who attend the service meeting why they should always attend and support the theocratic ministry school.

"Make Known the Good News" Testimony Period

Follow Up January Placements

[1] In this world of wickedness and corruption there is little to be found in the way of good news. In spite of this, Jehovah's witnesses now have the best news this world has ever heard. It is the fervent desire of all of us "with all freeness of speech to make known the sacred secret of the good news". (Eph. 6:19, *NW*) This we are doing by presenting *The Watchtower* to the public, for its purpose is "Announcing Jehovah's Kingdom". February will mark the second month of the *Watchtower* campaign, featuring the subscription at the regular rate of $1.00 per year, with a premium of 3 booklets. Are you striving to meet your quota of subscriptions?

Following Up Subscriptions

[2] Making known the good news does not end when a subscription is placed. Back-calls must be made to assist the reader to tap the source of good news that is now available to him. Help him learn that good news by starting a home Bible study in *The Watchtower* with him.

[3] Call back on persons to whom you have given sample copies. Subscriptions are many times obtained in this way. Even if the person does not subscribe, perhaps you can place the latest issue with him and further kindle his interest. Note all such placements and call back on these prospective sheep. They may be thirsting for the good news.

[4] In making known the good news, a minister must be prepared. By taking down pertinent information concerning the person, a good back-call can be prepared which will fan that spark of interest into a flame. Being prepared, we can radiate the enthusiasm so contagious to the other sheep.

[5] During January we will have gained much valuable experience in presenting the offer. We will be able to begin February at full speed. So forward go during February to 'make known the good news'.

Distribution of the *Informant*

The *Informant* not only is to serve and instruct the Kingdom publisher, but serves also to stimulate persons of good will to engage in field service. Therefore, not only those who attend the service meeting should be given a copy of the *Informant*, but all those listed as regular or irregular publishers. The company servant should see that all the infirm and sick publishers receive a copy. Your supply should be large enough to care for all the above plus a few extra for the newly interested who attend. It will no longer be necessary to put the names on the *Informants* before distributing them. Publishers, take care of your *Informant*, study it carefully, take it with you to the service meetings, make it be your servant for more effective ministry.

Memorial Outlines

New Memorial talk outlines will be sent to each company with the February *Informant*. Hence companies need not request them.

Delay in Filling Orders

It has been impossible to keep up to date in filling all orders for recent publications, even though the Society's factory has been working extra hours. Already one and a quarter million copies of *"This Means Everlasting Life"* have been shipped out, yet we are far behind in filling orders. We ask, therefore, that you do not write the Society regarding these delayed orders, as they will be filled as soon as we are able. In the meantime if you do not have the campaign literature, use whatever you have for your field service.

You may note some of your orders have been reduced. This we are doing so as to extend our limited supply.

Aliens Residing in U. S. A.

The Alien Registration Act of 1940, as amended by the Internal Security Act of 1950, requires any alien residing in the United States on January 1, 1951, except one lawfully here in a temporary status, to notify the Commissioner of the Immigration and Naturalization Service, Washington, D. C., of his current address within ten days thereafter and during the same period in each succeeding year. Failure to do so will subject one to prosecution. Address card (Form I-53 for the purpose of making the reports) may be obtained at any United States post office. Be sure to show alien registration number on the form.

COMPANY ORGANIZATION

The Company

[1] "Company" is the designation given a group of Jehovah's witnesses that meet together in a certain locality for worship, Bible study and united preaching activity. Such a company is enrolled and organized by the Society. It receives its territory assignment, literature, supplies and instructions for effective service from the Society. Each company as an organization has the responsibility, and its chief objective is, to preach the good news of the Kingdom in all its inhabited territory.

[2] Various servants are appointed to serve the company by overseeing its functions, arranging and providing meetings, and taking the lead in the various features of field service.

[3] A Kingdom Hall is secured by the company so that persons of good will can be directed to the company meetings and Bible studies. It serves as a center for theocratic activity. In turn, the publishers support the company by making voluntary contributions to defray its expenses.

[4] The Society deals with the publishers through the company organization, providing the service needs of pioneers and company publishers alike. The Society looks out for the spiritual welfare of the company by sending circuit servants to visit it periodically to observe its condition, offer needed counsel and advice as to how it can overcome its weaknesses, and recommend needed changes in the servant body. Circuit assemblies are provided by the Society for the companies, and all should regularly attend such assemblies for their own spiritual benefit and lasting welfare.

[5] All publishers, wherever possible, should associate and co-operate with a company organization so as to unitedly and effectively make full proof of their ministry before Jehovah.

34 Per Cent Goal 144,913

UNITED STATES QUOTA FOR 1951

108,315 Publishers

Monthly Field Service Report

November Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	307	136.7	59.5	7.9
Pioneers	6,353	89.1	33.2	5.3
Co. Pubs.	100,820	8.7	3.2	.5
Total Pubs.	107,480			

Public Meetings Held: 5,704

Report Promptly

Several hundred pioneer and company reports have been reaching this office late in recent months. Therefore we wish to alert each company servant and pioneer to see to it that his report is mailed not later than the third day after the month ends.

INFORMANT

FEBRUARY, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

"Make Known the Good News" Testimony Period

Watchtower Campaign Enters Second Month

Back-Calls Bring Results

1 Someone told you the good news of the Kingdom. You listened to it, learned to appreciate it and then started telling others about it. The one who told you also continues to tell others, and daily the number of Kingdom proclaimers grows. It is this chain reaction going on throughout the whole world that makes it possible for more and more to hear the good news of the Kingdom, learn to appreciate it, and, in turn, aid still others to know of it.

2 Are you not glad that someone took the time to tell you that good news, which is as soothing "as cool water to a thirsty soul"? Yes, you are. And you can now prove your appreciation to the Provider of the good news, Jehovah God, by employing your 'ability to use your mouth and to make known the sacred secret of the good news' at every opportunity.—Eph. 6: 19, *NW*.

Offer "The Watchtower"

3 During February, the second month of the 13th annual *Watchtower* campaign, we will continue to offer a year's subscription for *The Watchtower* (or, if the person is already a *Watchtower* subscriber, *Awake!* may be offered), with a three-booklet premium, for $1, the yearly rate. Take the initiative and energetically present the good news of Jehovah's established kingdom. Engage regularly in door-to-door work. Call on those whose subscriptions have expired. Make regular back-calls and be alert to every other opportunity for witnessing. This will result in many subscriptions' being obtained.

4 Have you experienced the joy of obtaining a subscription? By the end of February each company publisher should have obtained at least one subscription, while each pioneer should have obtained a minimum of 8 subscriptions. Using the valuable features of the magazine in an effective presentation will help you to obtain subscriptions. Point out that *The Watchtower* contains the best news. This can be done effectively only if the publishers have diligently prepared their presentation in advance and are thereby familiar with the magazine's contents.

Follow Up Interest

5 But taking a subscription is only the first step in aiding one to get the good news. Now that they have *The Watchtower*, they must be aided to appreciate it. Since this can best be done by making back-calls, a real effort should be made to call back on each new subscriber. Show them that you were not interested merely in taking their subscription, but that you want to assist them to get the full benefit of the magazine's contents. To do this effectively, you must be prepared when calling back. When they say on your return, as they often do, "No, I haven't had a chance to read the magazine yet," have something definite in mind to talk about. Be familiar with the articles in the issue you are using so that you can refer them to the magazine and they can see the advantage of reading it. By using the magazine effectively, you will set a good example for them, as they see that you appreciate the magazine enough yourself to read it and make known its good news.

6 Try to start a *Watchtower* study with them, for it will greatly aid them to understand and fully appreciate the good news. Such *Watchtower* study can be counted as a home Bible study and should be reported at the end of each month.

7 By our getting out into the field service this month and offering *The Watchtower*, many of the "other sheep" will be located. By following up the placements, they will be assisted to understand the refreshing Kingdom news, which will cause them to show their appreciation by blending their voices with yours in making known the good news.

Pioneer with a Purpose

Have a Fuller Share in Theocracy's Increase

1 Glance through the 1951 *Yearbook*. What is most outstanding? Is it not Theocracy's remarkable increase? And what accomplished it? *Work! Working with a purpose.* 'As a man sows, so shall he reap,' and in harmony with this Scriptural rule Jehovah's servants have sowed purposefully, watered patiently and diligently and God has given the increase. You are thrilled at the part you have had in it. Yet, would you like to have an even greater share in it? You can by enrolling *now* as a pioneer.

2 Because the pioneer service is a joyful one does not mean that it is a carefree, happy-go-lucky life. It is a full-time job that carries weighty responsibilities. If you desire to pioneer, know what is required of you and plan accordingly. For example: Pioneers are required to meet a minimum quota of 100 hours a month, or 1,200 hours per service year. Realize, first of all, that this is a *minimum* quota, not a maximum requirement. To meet it a pioneer must average four hours a day. Hence, plan your time, not simply to meet the *minimum* quota, but set your goal above the minimum requirements and allow yourself a margin for unforeseen emergencies. Do not let every little thing that comes up during a day's activity interfere with or interrupt your service schedule. Neither let the fact that you do not have to punch a time clock make you negligent or lax about your service. Get out early in the morning, put your pioneer service first, and let nothing distract you.

3 However, there is more to pioneering than just meeting the hour

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London Convention August 1-5

[1] London convention delegates who want to travel by boat should make their own application for space to and from Europe through local travel agents or with the steamship companies direct. There are three classes of boat travel: Tourist Class, Cabin Class and First Class. Tourist Class is cheapest, running about $350 round trip; the other two classes are proportionately higher. If you definitely decide to make the trip, put down a deposit for space with the travel agency or steamship company and as soon as the space is confirmed, purchase your ticket for the going and return trips. Only then will you be assured of space for the round trip. Some of the steamship lines serving Europe are the Canadian Pacific (leaving from Canadian ports for Liverpool), Cunard, Holland-America, United States Lines and French Line. The Society presently holds 50 berths in Cabin Class on the S. S. "America" (United States Lines), which sails from New York on July 21. This space is for eastbound only and does *not* include the return voyage; that will have to be arranged separately. The one-way minimum fare would be $230. Anyone interested in taking these reservations should write the Convention Desk.

Air Travel

[2] In order to get charter air service, the Society will have to know how many persons are going and on what dates they want to leave and return. If you have *definitely* decided to go to the London convention and you want to travel by air, then write to the Watch Tower Bible & Tract Society, 124 Columbia Heights, Brooklyn 2, New York, London Convention Desk, giving your name, address, age, citizenship, date you desire to leave the United States or Canada, whether you will attend the Paris assembly too, and the date of departure from Europe to the United States. Those desiring to travel on the same plane should list on the same sheet of paper all of the information requested. Some may attend both the London and Paris assemblies. (The Paris convention is August 9 to 12.) In that event one must allow at least one day to return from Paris to London, where planes for the U. S. will leave. (Whether planes will leave from Paris is still questionable.) On receipt of this information the Society will be able to make reservations for you and write you when to send us the money for your round-trip ticket. Round-trip air travel will probably cost about $400. Please be very definite about your desired date of departure from New York, Chicago or Toronto and your desired date of departure from Europe.

[3] Probable departure dates from New York (and other points in the U. S. and Canada) will be July 27, 28 and 29. The return trip to the United States via chartered plane will have to be made before August 31, 1951. Report the date you want to return and then the Society will advise you as to the schedule of your return flight.

[4] If you are undecided about going to Europe, DO NOT REPORT TO THE SOCIETY. If you know DEFINITELY you are going, then report by March 1, 1951, as instructed herein.

[5] At present, American citizens traveling to Britain and France will need a U. S. passport, but no visas. For full information on obtaining the necessary travel documents, write the Department of State, Passport Division, Washington, D. C., or contact the clerk of a United States District Court, if there is one in your vicinity.

Presenting THE GOOD NEWS

On the Streets

[1] Among the many thousands walking up and down the sidewalks of the busy streets are persons never reached with the Kingdom message through the house-to-house work. Working odd hours, traveling as salesmen or construction workers, living in hotels, inaccessible at their business offices, etc., these persons are entitled to, and must be reached with, the good news of God's kingdom. This can be done by displaying and offering the *Watchtower* and *Awake!* magazines on the streets.

[2] "But I don't seem to place any magazines even though I spend several hours in the magazine work," some publishers remark. Experience shows that many more magazines will be placed by taking the initiative and calling out slogans as well as approaching and presenting the magazines to the people. Use appealing slogans to arouse the interest of the passers-by, such as, "*The Watchtower* dispenses life-giving knowledge. Get your copy for only 5c." "If you want truth and facts, get the *Awake!* Only 5c a copy."

[3] Shoppers who momentarily pause to look at something in a shop window might be approached in this manner: "Pardon me. Have you ever read the *Watchtower* magazine? These are serious times and I'm sure you are keenly interested as to how they might affect you. *The Watchtower* will prove to be a source of real comfort and enlightenment to you, as it discusses these perilous times in the light of Bible prediction, and points to God's kingdom as man's only hope. A copy of *The Watchtower* is only 5c."

[4] There are those persons waiting for a bus or streetcar that can be approached like this: "Hello! Ever read the *Awake!* magazine? May I suggest that you obtain the latest copy and examine it as you ride the bus home. *Awake!* will acquaint you with uncensored information that will keep you awake to the vital issues of the times. It is only 5c a copy." These introductions can be elaborated on by opening the magazines and showing some of the fine features contained in them if time and opportunity permit.

Proper Street Conduct

[5] It takes courage to approach people, but it likewise takes courage for people either standing or passing by to approach you to take a magazine. If we approach the people, we make it much easier for them. Be congenial and friendly. All may not accept your offer when approached, but you will find that many who have been too timid to come up and ask you for a copy will take the magazines when you present them this way. Never give the appearance of being apologetic for doing your work. Yet, never act rude or discourteous.

[6] It is recommended that publishers stand by themselves in street magazine work, unless a publisher is training another, in which case it is suggested that they stand about ten feet or so apart rather than close together. The tendency of publishers to converse with one another will thus be avoided, and the people who are yet unacquainted with the Kingdom message will receive the benefit and blessing of such knowledge.

Rate for No. 7 Bible

The cost of the *New World Translation of the Christian Greek Scriptures* will be the same as the No. 11 *A.S.V.* Bible. Check Cost List.

YOUR SERVICE MEETING

Effective back-calls stimulate and advance Kingdom interests. The demonstration outlined below should show by contrast how ineffective a back-call is when the publisher is not properly prepared and how simple it is to make effective back-calls when a few minutes are spent in preparing and how helpful such calls are to people of good will. If we are to realize a 34 per cent increase in the peak number of publishers this year, effective back-calls must be made. This demonstration should be from 15 to 20 minutes in length.

FIRST SCENE: (Part one) The publisher has just completed door-to-door witnessing and is talking aloud to himself.

Having time to spare he decides to make a back-call. Taking out the house-to-house record sheet, a woman with whom literature was placed is selected and the publisher makes the call.

FIRST SCENE: (Part two) Publisher is at the door.

Following a brief introduction, he asks, "Have you had a chance to read the magazine I left?" "No," is the answer for one reason or another. Having nothing definite in mind that he can turn to in the magazine, the publisher can only make general comments to the effect that the magazine contains good information and that it should be read. He offers the householder another magazine, suggests that it be read and is about to leave when her husband makes an appearance, saying he has read the magazine and likes it. The publisher, not being familiar with the articles, says he is *glad it has been read, hopes the one just left will be read also* and leaves with the promise to return.

SECOND SCENE: (Part one) Publisher is at home, talking to himself, preparing for back-call work that evening.

His house-to-house record sheet reveals the previous week's placements were mostly January 1, 1951, copies of *The Watchtower*. Taking that issue of the magazine in hand, the publisher starts looking for an article that could be used on almost any call. He realizes that he cannot memorize the entire issue, so he seeks something that will catch the good-will person's interest, be simple to understand and something upon which a further witness could be given should the opportunity present itself. He comes across the "Questions from Readers" column, page 31, and notes the question, If God knew all things, then why did he create creatures that would fail?' He decides to use this point on his calls, noting that it can be used to tie in other articles in the magazine for further discussion.

SECOND SCENE: (Part two) Publisher at the door.

Following a brief friendly introduction, he opens a copy of the January 1, 1951, *Watchtower* and says, "I don't know whether you have had *a chance to read this or not, but what do you think of this question*, 'If God knew all things, then why did he create creatures that would fail when put under test?' " After letting the party express his views, he then points out that he learned *from the article* that God knew his purposes would succeed before he started creation, that God's purposes are predestinated, but not creatures' lives, and that creatures must choose life or death for themselves. Then build up the witness showing how one must have knowledge to serve God and choose the way that leads to life. Turning to the main article, the publisher can show the great number now being helped to that end, then how the magazine's purpose is to aid people to know of God so that they can serve him. He concludes the call by arranging to return for a further discussion of the magazine's contents, thus laying the groundwork for a home Bible study.

Pioneer with a Purpose (*Cont'd*)

quota. Pioneers are also required to engage in every feature of Kingdom service. Sometimes we have a tendency to specialize in one feature of activity, such as street work or back-calls and Bible studies, and neglect the other features, either because we feel we can do that feature of the work better than the others or, oftentimes, because it is an easy way to "put in time". However, by so doing, we miss the real *purpose* of our service, which is to find and feed the "sheep". By participating proportionately in every feature of service you will become a well-balanced pioneer who can effectively wield the "sword of the spirit" in whatever field of battle you are engaged.

[4] In working with a purpose you must make the most of your time. You must be efficient, yes, proficient, in your service. So do not go out merely so you can "count time", but make your time *count*. Do not waste or squander your efforts and energy, but endeavor to accomplish something while you are in the field. "Whatever you are doing, work at it whole-souled as to Jehovah." (Col. 3:23, *NW*) Successful pioneers are those who are working "whole-souled" at their jobs. It is not always easy and hence is not for those who are inclined to follow the lines of least resistance. It requires that you step out confidently on God's promise that he will provide for you, will sustain and keep you as a pioneer. Yet, no other service could be more soul-satisfying or bring as much contentment and joy.

[5] As pioneers you have a wonderful opportunity set before you. Your share in attaining the 34 per cent peak can be great. Because of the great amount of work you do, you are in position to do something real and definite about this increase. Will you do so?

[6] You will be forever glad if you increase your service, become a pioneer, and thus enjoy a fuller share in Theocracy's increase.

Warning Draft Registrants

Some of Jehovah's witnesses who have registered under the draft and claimed classification as ministers and conscientious objectors have been visited by agents of the FBI and asked unlawfully to sign statements relinquishing their rights as conscientious objectors.

Counsel advises that registrants who are ministers may also claim to be conscientious objectors and the board of appeal is entitled to have complete information on both claims. It is not necessary, therefore, that Jehovah's witnesses sign statements for FBI agents giving up their claim as conscientious objectors in order to be classified as ministers. Both claims may properly be raised at the same time.

Mr. J. Edgar Hoover, director of Federal Bureau of Investigation, in a letter to Hayden Covington, stated: "You are advised that Agents of this Bureau have been specifically instructed *not to persuade or coerce* any person to waive either his claim as a minister or a conscientious objector . . ."

34 Per Cent Goal 144,913

UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	291	138.8	59.6	8.2
Pioneers	6,345	88.5	32.2	5.3
Co. Pubs.	101,420	8.9	3.1	.5
Total Pubs.	108,056			

Public Meetings Held: 6,190

"Be Rich in Right Works"

Prepare Now to Share in Magazine Work in March

Riches! Uncertain riches! By selfish works many under this present system of things strive to gain uncertain material riches. Ultimate death is the only reward such vain works and riches bring. But what is it that really makes one rich? To be engrossed in the work of dispensing life-giving knowledge; to work in behalf of your fellow man and neighbor; to work in behalf of God's kingdom; to work in behalf of the praise and vindication of Jehovah's name, this is what makes one "rich in right works". (1 Tim. 6:18, *NW*) Such right works result in our gaining the rich prize of everlasting life.

It is the *Watchtower* magazine that continually points out from God's Word what these right works are and how they can be performed to one's everlasting enrichment. We will prove the fullness of our appreciation of these all-important right works and their rich benefits by greater action on our part in obtaining *Watchtower* subscriptions during the month of March.

Engage In All Features of Magazine Work

Be geared for sped-up activity as we enter the second half of the *Watchtower* subscription campaign in March. Polish up your slogans! Smooth out your presentations! Plan now to engage in all features of Magazine Day activity: street work, store-to-store and house-to-house magazine work. *The Watchtower* will continue to be offered, but *Awake!* may be offered if a person is already a *Watchtower* subscriber, and a one-year subscription for either magazine, with a 3-booklet premium, is $1.

The Watchtower has immeasurably aided us in becoming rich in right works. Shall we not continue doing the right works of God, by acquainting others with these right works through the *Watchtower* magazine? By all means. And why? Because it will result in the everlasting enrichment of, not only ourselves, but also those who hear us.

Can You Hear WBBR?

WBBR has recently rearranged its programs to appeal to an even greater number of persons in the eastern part of the United States. Home Bible studies, Bible questions and answers, breakfast-table discussions, Bible talks attractively presented in addition to newscasts, tasteful music and public service programs, all make for enjoyment and profitable listening. WBBR is on the air 6 to 8 a.m. Monday through Saturday and 5 to 8 p.m. Tuesday through Friday, and Sunday's schedule is 6 to 11 a.m. and 4 to 8 p.m. Remember, it is located at 1330 on your dial.

WBBR would like to know how far its signal reaches and the quality of reception; so during February see if you can get the station, and let us know of the reception. We would appreciate your comments on the new programs and any suggestions you may have. If your town hears the station well, you will wish to advertise it. WBBR leaflets may be had at 25c a thousand for this purpose.

New Public Meetings Begin with Memorial

1951—Another year to increase praise through public meetings! The talks this year, as set out below, cover a variety of subjects.

Conquering Fear in a Perplexed World
Religion—True and False
Will East Meet West In Peace?
The Peoples' Greatest Need
Critical Times—Why Are They Here?
Evolution and the Bible
The Truth About the Trinity
How Long Would You Like to Live?

Three sets of outlines for each company and one set for each male pioneer are being sent with this *Informant*. One of the three should be filed in the ministry school library, and the other two distributed to the brothers assigned to prepare the talks.

No series of the 1950 talks should be scheduled to start after the Memorial, March 23. Order handbills early, allow at least one month in the eastern U. S. and at least six weeks west of the Mississippi for your orders to reach you. Mark the envelope, "HANDBILLS." Make a real effort to support the 1951 public meeting series and see the Lord's blessing and increase.

COMPANY ORGANIZATION

Company Servant

[1] It is the privilege and obligation of the company servant to have the oversight of the preaching activity and functions of the company. It is a serious responsibility and one that he must be careful to discharge properly. He must have a good knowledge of the Scriptures and an accurate knowledge of instructions and communications issued by the Society. Therefore, he is the one to take the initiative in reconciling difficulties and adjusting any problems arising in the company that would retard Kingdom expansion.

[2] Instructions, supplies, and information received from the Society are to be passed on to the company and servants to whom they apply. The Society appoints other servants to assist the company servant in getting the work done. The company servant must be familiar with the duties, work and records of all the other servants and will periodically check on the work and records of these assistants. When a servant cannot handle all his work alone, the company servant will select someone to assist him. If a servant does not fully understand his duties or has become a little lax in performing them, the company servant will show love for his assistant by devoting some time to help him become more proficient.

[3] The company servant should have an eye to the future and endeavor to help and train all possible to fill different service positions in the company. At first he may feel this course takes more time and effort than if he did the work himself, but in time it will bring the desired results, for these brothers once trained will be ready for added responsibilities and be able to train others in turn. Only in this way can the servant body keep step with the expanding organization and be prepared to meet any emergency.

[4] The company servant will see to it that all company meetings are properly prepared and conducted. He will arrange for instructive and encouraging service meetings, planning them well in advance. Thus the company will feed upon a rich and wholesome diet that will strengthen it for increased and efficient service.

[5] The company servant as far as possible must set an active example for the company by participating regularly in all features of the work. By thus taking the lead, his counsel to the company will be based on actual field experience and will therefore be practical and helpful to all. Also, his schedule should set aside time to call upon the sick and to aid new and irregular publishers become regular in their ministry. With the company servant zealously discharging his responsibility and with the company giving him full support, the company organization will enjoy Jehovah's rich blessing and get the preaching work done.

INFORMANT

MARCH, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

"Be Rich in Right Works"

Enthusiastic Service to Center Around Memorial

Lay Plans Now to Reach 34 Per Cent Peak

[1] Contrary to the advice of the apostle Paul, the rich of this world are storing up wealth to preserve them in a life of ease. The poor suffer while the greed of the rich continues to grow and threatens to wreck the whole tottering system of this old world. In this system, although no part of it, are an ever-increasing number who have learned the folly of placing their trust in the riches of this world and have learned the secret of storing up riches in heaven. With diligence they heed the advice of the apostle to "be rich in right works in order that they may get a firm hold on the real life".—1 Tim. 6:18, *NW*.

Activity for March

[2] Continuing their "right works", Kingdom proclaimers will continue to offer *The Watchtower* on a subscription basis during March. Companies and pioneers, What progress have you made toward meeting your quota of subscriptions? Have you covered all of your territory with this offer? What efforts are you making to get last year's subscribers to renew their subscriptions? Systematic arrangements should be made to call back upon as many of these subscribers as possible. Companies have these listed on the S-10 Subscription Record Sheets kept by the accounts servant. Help these to continue to gain riches of God's wisdom and knowledge as made plain in *The Watchtower*. Magazine Day witnessing, as well as the other methods of offering "the fruit of lips which make public declaration to his name", provides the necessary ways to demonstrate that *The Watchtower* is a vigilant guide to the new world.

[3] March brings the Memorial season. For the servants of the Lord this means not only the celebration of the Lord's death and the reason therefor, but the joyous hailing of him as the living, reigning King. The Memorial comes on Friday, March 23. Some may have their service meeting on Friday evening, but it is suggested that the service meeting for this week be planned for Thursday or some other day in the week so that it does not interfere with the

(*Continued on page 2, col. 1*)

Counsel on School Procedure

The following counsel is given to clarify the procedure in the theocratic ministry school so that all will get the most out of our study of the *New World Translation*. First of all, what is the procedure to be followed in a company composed of sisters? The sister appointed as company servant or school servant will handle the meeting by assigning someone to prepare the instruction talk material in advance, then during the school session to read aloud and briefly discuss it. To consider the assigned pages of the Bible text, the one in charge of the school will call for the sisters to point out what they have found of analytical value in the week's assignment. A sister may comment on several verses for a few minutes, and as many as desire to comment should be permitted to do so until the allotted time is up. Thereafter the chairman will point out the things she sees that were missed by others.

The chain reference word may be handled by one sister taking up the whole chain consecutively, going from text to text as on a back-call, or the one in charge of the school may assign in advance a certain text or texts in the chain to each person. Then at the school they will read their assigned texts and discuss them. All counsel should be on the material, merely bringing out any points missed; no counsel will be given on delivery. No sisters will be enrolled, and they will remain in

Continued on page 2, col. 2)

Assuring Delivery of Magazines

Every subscriber for *The Watchtower* or *Awake!* is entitled to receive each issue of the magazine, and it is the privilege of the publisher obtaining the subscription to see that he does. However, not all are properly caring for this matter, for during January, 1951, 8,514 undelivered magazines were returned to the Society (at the cost of 2c each, or $170). The reasons given were "Moved, left no address", "Not found," "Refused," "No such address," "Returned for better address," etc. Many complaints, much delay and needless expense can be prevented if all publishers make sure that the name and address on every subscription slip is correct. The Society cuts the address stencil according to what appears on the subscription slip. Hence, make certain that the slip shows all the desired information. If the subscriber wants the designation Mr., Mrs., Miss, Dr., or other title before his or her name, be sure the subscription slip shows this. Accounts servants should also check all entries, and, if they are not correct or legible, make the necessary corrections on the subscription slips.

Publishers, call back regularly on each new subscriber in order to guarantee receipt of the magazines. Be sure that a Change of Address form (S-20) is sent in for each subscriber who intends to move or has recently moved. Whenever writing regarding a subscription send along the latest address label.

For subscriptions in languages other than English, PRINT the desired language in the UPPER RIGHT-HAND CORNER of the subscription slip. It takes two months to begin delivery of subscriptions for magazines in languages printed *outside* the United States. Advise new subscribers of this fact.

With each one applying the above counsel, delivery of magazines will be insured, much time and money will be saved, and, most important, the "other sheep" will regularly receive the good news to which they are entitled.

"Be Rich in Right Works" *(Cont'd)*

Memorial celebration. This service meeting should stress the importance of attending the Memorial, bringing people of good will to this celebration and highlighting the field-service arrangements for the week end. Every effort should be put forth to aid those attending the Memorial celebration to participate in field service. Demonstrations along this line may be planned.

[4] Wherever possible a capable anointed brother should be assigned to deliver the Memorial discourse. He should prepare his talk well, using the new outline and the information appearing in the January 15 issue of *The Watchtower*. At the conclusion of his talk, he should include pointed information about the importance of 'being rich in right works' by joining in with Jehovah's witnesses in preaching the gospel of the Kingdom. The speaker or the chairman of the meeting can announce the arrangements for service during the week end to follow and invite all present to share in announcing the reigning King. The number attending and the number who partook of the emblems should be reported to the Society by the company servant, on the card supplied by the Society for this purpose.

Advancing Toward 34 Per Cent

[5] With each one accepting his full share of the load, it is believed that a peak can be reached in March and the groundwork laid for a further peak in April. The service year is now half gone, so we want to make good strides toward reaching the 34 per cent increase in the peak number of publishers. In fact, we should come close to meeting this desired goal by the end of March. This will be assured if we keep in mind the individual requirement as outlined in the January 1 *Watchtower:* "Aid another creature to understand God's purposes, help him in going out in the work, grounding him well in the truth, and letting him see his privilege of being a minister of the Most High." The other suggestions outlined in this issue of *The Watchtower* should be heeded. This will take patience and hard work, but the joy received in helping others become "rich in right works" will certainly offset any hardships encountered.

[6] Jehovah has decreed that greedy and oppressive men shall die. "So it goes with the man that lays up treasure for himself but is not rich toward God." But to those that love him and work diligently to store up treasure in heaven by "right works", everlasting life is assured.

Presenting THE GOOD NEWS

On Back-Calls

To fulfill our commission to "make disciples of people of all the nations" we must make effective back-calls. Our return visits should be with a purpose; each call should be a theocratic lesson where a point that will stimulate further interest is forcefully brought home. Consequently, we must be prepared. How to break through their outer shell and rekindle the spark of interest noted on our first visit is a major problem for many publishers. The tendency of many is to abruptly bring up an issue immediately after their "good morning" and try to tell all the truth they know in the first breath. However, first, try to put the householder at ease by speaking unhurriedly, calmly and conversationally. Ask a few friendly questions and then tactfully guide the conversation into a Kingdom witness. For instance:

"Good evening, sir. How are you? I'm very glad you're in this evening, as I've been wanting to talk to you about *The Watchtower* to which you subscribed last month. You've already begun receiving it in the mail, you say? Very good. I'm sorry that you haven't had the chance to read it, but I realize that there's so little time; we're all so busy. But say! You know, I was reading *The Watchtower* last night and I read something that I'm sure will appeal to you. Remember on my last visit we discussed about orthodox religion's failure as a peacemaker despite their prayers for peace, and you didn't quite agree? Well, *The Watchtower* made an interesting observation on that point. Would you get your copy? . . ." From there proceed to develop your testimony and answer the question to their satisfaction. You might let the conversation lead into another issue, but tactfully suggest it be reserved for next week's discussion as you have another call, or for some other reason.

Not only is making the initial back-call a major step, but keeping it alive and interesting after months of regular calling is important, if your back-calls are to progress and develop. To avoid their becoming "dead" material, so to speak, begin early to train them to be "disciples". You know they will have questions. Hence, "be ready always to give an answer" by taking a few minutes before or after your study to explain the functions of the organization and other matters. Arouse their interest in the different meetings held at the Kingdom Hall and tell them what they are for. From time to time take along another publisher with you so that when they do attend they will not feel like strangers. Relate an interesting demonstration from your service meeting program, discuss a scripture made clearer by the study of the *NW* at the ministry school, go over portions of *The Watchtower*, calling their attention to the various comments made at the company study. Also, looking forward to their becoming "disciples", tell them of your field service experiences. Live the truth in every way and make them want to follow your good example.

All this will make your back-calls alive, interesting and progressive. Continue to make "disciples of people of all the nations" by systematically teaching and presenting the good news on back-calls.

School Procedure *(Cont'd)*

their seats when considering their assignments.

Other Points

The chain talks in ALL schools are to be handled progressively, otherwise the chain is of no value. The purpose of the chain is to enable the brothers to locate a particular word or subject and follow it through the Bible without having a lot of notes, just as you would do on a back-call. The chain word or expression should be the theme, and as the student comes to each text he will show how the word applies. Do not group the texts together except where there are too many texts in the chain to cover in the allotted time. Do not jump around but handle the chain references CONSECUTIVELY.

Counsel given the student speakers should be on delivery, timing, preparation and analytical coverage. The Speech Counsel sheet is to be used as heretofore. Youths enrolled in the school should be given their opportunity to talk. Parents, the school servant, or any other capable person may help them prepare their talks. With all participating in the theocratic ministry school and then following through by applying the knowledge gained, a more effective witness will be given, to Jehovah's praise.

YOUR SERVICE MEETING

This month's demonstration is to contrast the wrong way with the right way of aiding irregular publishers. Caution should be exercised, however, that a demonstration of this type does not become so extreme as to be absurd. Such absurdity minimizes the total purpose and effect of the demonstration. These demonstrations need not be elaborate, but should be practical and instructive so that they will definitely assist all to be better ministers. This is simply a sample or model. You are not limited to only the suggestions in this column, but use your imagination and develop demonstrations as required throughout the month.

FIRST SCENE: The "Watchtower" study has just adjourned and a regular publisher approaches an irregular publisher, asks him to sit down for a moment and then begins to talk.

The regular publisher can take an attitude like that of a father to a child. He can then explain, calmly, but not too tactfully, how he has come short in field service, and how such course will lead to his destruction, and that he must participate in all features of service and put in lots of time. Wrong features to expose should be: waiting till he was at the meeting to contact him, taking a "holier than you" attitude, being tactless, and not making definite arrangements to assist him in service. (This part should be very brief. The emphasis is to be on the right way.)

SECOND SCENE: A regular publisher is making a friendly call on an irregular publisher. As the scene opens in the living room of the irregular publisher, the regular publisher is tactfully changing the subject from one of world news to the Kingdom service.

In this scene it should be comparatively easy to switch the subject from world news to an experience in the field service. After mentioning the experience, the regular publisher can casually ask if the irregular publisher has had any good experiences lately. He will reluctantly admit that he hasn't been out for some time. The regular publisher will find out why. (Usually no real reason, sometimes just a little bit of fear) He should be sympathetic, and then show good Scriptural reason why it is important to put in all the time possible now. Then he can suggest that the irregular one assist him. He has a large territory that needs to be worked and he has so many back-calls that he cannot care for all of them. So he appeals to the irregular publisher for help. Aided by this loving appeal, the irregular publisher agrees to help him. So they make definite arrangements as to the day, time, place, etc.

THIRD SCENE: The two publishers are just arriving in their territory. This scene can show them making calls at two doors.

The regular publisher realizes that he must train up this fellow witness in the way he should go, so that when he is mature he will not depart from it. He knows the irregular publisher has not been in the field recently, that now he will be a bit timid, so he doesn't send him off by himself but tactfully suggests that they make the first few calls together. At the first door the regular publisher gives a witness, briefly overcoming several objections, such as: "I'm not interested," "Well, I have my Bible," and "I'm just too busy". Afterward the irregular publisher decides to make the next call by himself. He tries to give a good witness and overcomes the same objections and gains confidence. As the two go home after a long day, the irregular publisher is happy because he has preached the Word to others and now he is determined to go out regularly.

The *Watchtower* Campaign During January

The grand total of new subscriptions sent in by all branches during January, 1951, was 51,192. It is very good to note that of these, 5,331 are in the Spanish language. The campaign is off to a good start, for this is an increase of 8,831 subscriptions over January, 1950. With each company publisher and pioneer diligently striving to meet or exceed his quota, this campaign should prove to be the greatest yet. Keep up the fine work!

Bethel Applicants

Brothers between 18 and 35 years of age, in good health, single and interested in Bethel service may make application by writing to the Society, President's Office, 124 Columbia Heights, Brooklyn 2, New York, requesting an Application for Bethel Service. These applications should be RENEWED ANNUALLY by written request. The Society should also be notified of any change in information as to qualifications for work, health, draft classification and address. A small photograph should be sent in with each application.

GOING TO EUROPE? Decide Now!

Interest in the European conventions this summer is mounting throughout the United States, as indicated by the number of inquiries received concerning the assemblies in London and Paris. It is anticipated that travel to Europe this summer will be extremely heavy. Therefore, the sooner you definitely decide on what you are going to do, the more certain you will be of obtaining suitable travel accommodations. Those going by boat should make their reservations just as soon as possible. The Society will try to charter some airplanes for the trip and those delegates interested in this transportation *should report to the Society soon.* Address such mail to: London Convention Desk, 124 Columbia Heights, Brooklyn 2, New York.

As for incidental expenses in Europe: Be prepared to pay prices equivalent to prevailing prices here in the United States for food, lodging, travel, etc. Your travel to past conventions in the United States will help you in arranging your budget for the trip to Europe. The Society will soon publish the addresses of the rooming committees in the European convention cities and give instructions on reserving rooms.

An early decision will be to your advantage. If you *know* you are going to the London assembly or if you are going to stay in Europe for three or four weeks, write immediately for further information.

Publications Now in Stock

The Joy of All the People —Ga
"The Kingdom of God Is Nigh" —Icelandic
The Kingdom Hope of All Mankind —French
'The Meek Inherit the Earth' —Pangasinan

1951 *Yearbook* and Convention Report

The 1951 *Yearbook of Jehovah's Witnesses* and *Report of the Theocracy's Increase Assembly* are excellent and effective instruments to show persons of good will that the Theocracy is on the increase and at the same time encourage them to share in its increase. The Society still has on hand 40,000 1951 *Yearbooks* and 6,000 96-page convention reports. *Yearbooks* are available at 50c each and convention reports at 25c each. Publishers and pioneers are encouraged to place these on their back-calls and studies. Order immediately as many as you need. A covering remittance must accompany all orders.

"Droop Not Your Hands" Testimony Period

Watchtower Campaign Closes

"Droop not your hands!" says Zephaniah 3:16, (*Moff.*); and with these words ringing in their minds, Jehovah's witnesses will press forward in April to do with their might what their hands find to do. With April bringing in the last month of the *Watchtower* campaign and the new public meeting series, there is plenty of work to keep our hands from drooping.

Have you met your quota of *Watchtower* subscriptions? You have one more month to do so. Have you called back on those who promised to take subscriptions or on others with whom literature and sample copies of the magazines have been placed? Has your territory been covered with the campaign offer? These and many other things must be taken into consideration before the campaign is completed. Let's assure our meeting the quota of subscriptions by putting forth greater effort during April to reach those who have not yet been contacted with the offer of the subscription and the premium of three booklets.

But are we going to slack our hands in other features of the work because this is the last month of the subscription campaign? No! For the new public meeting campaign must be supported and advertised so that it can "start with a bang" in April. And what about our 34 per cent increase? Even if we make good progress toward meeting it in March, remember that April is also conducive to peaks, so let us make it two peak months in a row.

Yes, no drooping of the hands for us, but with added vigor on our part we will not only meet our subscription and publisher quotas, but will exceed them by a wide margin. And this will give proof of the fact that the ministers of Jehovah do not droop their hands.

Memorial Report

Each company is being sent with this *Informant* a special Memorial Activity report card. It is to be filled out and mailed immediately after the *Watchtower* study, Sunday, March 25. Isolated pioneers or groups unable to attend a company Memorial service should send in a separate report. This report should show total attendance, number partaking of emblems, and attendance at the public meeting on Sunday.

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108,315 Publishers

Monthly Field Service Report

January Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	281	138.8	61.3	8.8
Pioneers	6,666	93.5	37.1	5.8
Co. Pubs.	104,826	9.1	3.5	.5
Total Pubs.	111,773	– A NEW PEAK!		

Public Meetings Held: 5,594

Letter to All Publishers and March 15 *Watchtower*

With this *Informant* is being sent a letter addressed to all publishers. Everyone receiving a copy of the *Informant* should receive a copy of this letter. Company servants should set aside a portion of a service meeting early in March to consider its contents. The material may be handled either by a discourse, group discussion or by questions and answers, and it may even be possible to illustrate some of the points through demonstrations.

Also, there will appear in the March 15 *Watchtower* a short article entitled "Praise Jah! You Who Attend Memorial". This too is to be featured on your service meeting before Memorial, for approximately 20 minutes. The material may be handled by any of the above-suggested ways. In fact, it may be possible to feature both the letter and the March 15 *Watchtower* article on the same service meeting and highlight this theme on your program. Servants, inform the brothers when this will be considered, so they can bring their copies of *The Watchtower* and letter to the service meeting.

Awake! Available in Two More Languages

Subscriptions may now be taken for the *Awake!* magazine in the Finnish and Norwegian languages. It is published twice a month in both languages. The subscription rate is $1.00 a year.

COMPANY ORGANIZATION

Assistant Company Servant

The assistant company servant should be the one best fitted to take oversight of the company's Kingdom interests in the absence of the company servant. To be thus qualified it is necessary for him to co-operate closely with the company servant in all service matters. Not only will he assist in planning the service activities of the company, but he will help in carrying them out.

He is to tabulate the field service report each week and post it on the Company Progressive Report sheet, as well as keep the Publisher's Record cards and company chart right up to date. All records should be accurate, complete, neat and always available for use at company meetings. At the end of the month the Bible Study Reports are received by him for counting and posting on the Publisher's Record cards; after which they are turned over to the Bible study servant. He will report to the company servant any weakness or trend in the company's report noted by him as he handles it. This information will be of assistance to the company servant in planning the meetings and activity of the company.

After compiling the month's report he will supply the study conductors with a list of those who did not report during that month. All conductors, servants and publishers will then work together to help these persons into the service during the early part of the new month. He will be on the alert to see that those helped during the previous months are likewise receiving proper attention. On the 15th of the month the assistant company servant will supply the conductors with another list of those in their respective studies who have not yet reported that month. This will insure the greatest number of persons being helped into the service by the end of the month. Through such mutual assistance rendered, all will be knit more closely together and the preaching work will expand.

The primary duty of any servant is to take the lead in field service activity. Therefore the work of the assistant company servant is not merely that of keeping the company's records or doing a supervisory work, but he is to energetically assist the company servant to co-ordinate the activity of the brothers in aiding new and irregular publishers. He will engage in the different features of activity, setting an active example for those he helps into the service. The more personal attention all servants give individual publishers in service matters the greater the increase will be. Hence, he will make it a point to discuss the publishers' service problems with them at the Kingdom Hall and when necessary call at their homes to aid them. The brothers will show their deep appreciation for this by greater co-operation in carrying out service arrangements and in aiding others themselves. Thus the company organization will be strengthened and grow to Jehovah's honor and vindication.

INFORMANT

APRIL, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

"Droop Not Your Hands" Testimony Period

Watchtower Campaign Reaches Climax

Memorial Week-End Activity Basis for 34 Per Cent Increase

[1] Action! Fearless action! That is the cry of all the Bible prophecies at this late period of the world's "time of the end". While the enemy will attempt to discourage, disrupt and otherwise interfere with the united activity of Jehovah's faithful witnesses, nevertheless, we will not become paralyzed with fear so that our voices will become stilled or our hands droop helplessly in inaction. Jehovah reigns! Christ Jesus is King! The Kingdom is established! This is good news, and it must be preached. So, "Fear not, droop not your hands," is Jehovah's divine command to his consecrated witnesses in this day.—Zeph. 3:16, *Mo.*

[2] How appropriate it is then that our hands be actively engaged in presenting the *Watchtower* magazine to the peoples of the nations, since it is the magazine that announces the reign of Jehovah and his consort King, Christ Jesus, in Kingdom power. Fearlessly and willingly, then, as loyal subjects of Jehovah's King, we will continue to offer a one-year subscription for *The Watchtower*, with the 3-booklet premium, *Evolution versus The New World*, *Can You Live Forever in Happiness on Earth?* and any other self-covered booklet, on a contribution of $1.00. A subscription for *Awake!* and the 3-booklet premium can be offered as an alternative if the person is already a *Watchtower* subscriber.

[3] April draws the *Watchtower* campaign to a close. A four-month quota of 16 subscriptions for pioneers and 2 for company publishers was set. Have you attained your quota yet? If not, then redouble your efforts during this last month of the campaign. Work with a will and with enthusiasm. "Droop not your hands," either through laziness or fear. Be certain to call back on all subscription prospects. Likewise, call on former subscribers whose names are listed on the Subscription Record Sheet (S-10) and the expiration slips sent to the companies, and arouse the original interest they had for *The Watchtower*. Learn the cause for their lapse of interest or failure to resubscribe, and then demonstrate why and how *The Watchtower* should be studied at this time. Don't forget to visit the ones who subscribed in the early months of the campaign, and further stimulate their interest.

Follow Through on Memorial Activity

[4] Many new persons will have participated in the Memorial week-end field service activity. Be sure to follow through by continuing to train these new ones to be constant in their field service so that their hands will not droop into inactivity. Be patient and show loving consideration toward those whose hands have drooped into irregularity or inactivity, by assisting them to be-

(Continued on page 2, col. 1)

1951 District Assemblies Promise Blessings

Plan Now to Attend

We are again happy to announce the district assembly schedule for the year of 1951. All are invited and encouraged to make every possible effort to attend these feasts so graciously provided by Jehovah through His "faithful and discreet slave" organization. Herewith are listed the district assembly cities, dates, mailing addresses and assembly halls.

WATCHTOWER CONVENTION

CITY	DATE	ROOMING ADDRESS	ASSEMBLY HALL
Chicago, Ill.	May 18-20	6201 S. Wolcott Ave. Chicago 36, Ill.	International Amphitheatre 43rd and South Halsted Sts.
Dallas, Texas (White & Col.)	May 18-20	234 S. Patton St. Dallas 3, Texas	Fair Park Automobile Bldg. State Fair Park
Minneapolis, Minn.	May 18-20	3715 Chicago Ave. S. Minneapolis 7, Minn.	Minneapolis Armory 6th Ave. S. and 6th St. S.
Toronto, Ont.	May 18-20	40 Irwin Ave. Toronto 5, Ont.	Varsity Arena 275 Bloor St. W. and Maple Leaf Gardens Carlton and Church Sts.
Denver, Colo.	May 25-27	3300 Irving St. Denver 11, Colo.	City Auditorium 14th and Curtis Sts.
Montreal, Que.	May 25-27	227 Third Ave. Verdun Montreal 19, Que.	The Auditorium 4110 Lasalle Blvd. Verdun
Winnipeg, Man.	May 25-27	1242 Main St. Winnipeg, Man.	Amphitheatre Rink
Atlantic City, N. J.	June 1-3	37 N. Pennsylvania Ave. Atlantic City, N.J.	City Convention Hall
San Francisco, Calif.	June 1-3	3145 23rd St. San Francisco 10, Calif.	Cow Palace Geneva Ave. & Rio Verde St.
Saint John, N. B.	June 1-3	74 Coburg St. Saint John, N. B.	Curling Rink Lansdowne Ave.
Vancouver, B. C.	June 1-3	1696 W. 7th Ave. Vancouver, B. C.	Forum Building Pacific Nat'l Exhibition
Atlanta, Ga.	June 8-10	1070 Gordon St. S. W. Atlanta, Ga.	Atlanta Municipal Auditorium Courtland and Gilmer Sts.
Atlanta, Ga. (Colored)	June 8-10	292½ Edgewood Ave. N.E. Atlanta 3, Ga.	Sunset Casino 690 Magnolia St. N.W.
Edmonton, Alta.	June 8-10	10726 84th Ave. Edmonton, Alta.	Edmonton Gardens Exhibition Grounds

All of the assemblies this year will be three full days in length, starting at 9:30 a.m. Friday of the assembly week end. Now, then, is the time

(Continued on page 2, col. 2)

"Droop Not Your Hands" *(Cont'd)*

come regular in the service. Aiding others who are new or those whose hands have drooped in active service will prevent our hands from drooping in Jehovah's service and will make possible a 34 per cent increase of publishers in April.

Public Meetings to Aid Increase

5 The public meeting series should get off to a rousing start. Vital, decisive and stirring talks in the new series will stimulate this feature of service, and will undoubtedly aid tremendously toward the 34 per cent publisher increase during April. Hence, halls should be lined up, handbills ordered, and the assigned speakers ready to deliver well-prepared talks. Servants and publishers can keep their hands active in service by handbill distribution and advertising. Extend an inviting hand to those whom you call on or with whom you conduct home Bible studies to come along with you to the public talks. Will you do your part in attaining the 34 per cent increase?

6 Bring the 13th *Watchtower* campaign to a successful close by meeting or even surpassing your individual subscription quota. Work diligently for the desired 34 per cent increase by helping someone out into the service in April. Take advantage of the opportunities for increased service activity following the Memorial and opening of the new public meeting series. Theocracy is on the increase! Therefore, "droop not your hands."

Literature Orders

Many companies are continually changing the address to which their literature orders are shipped. This causes much confusion, loss of time and delay in handling orders. Oftentimes the address of the Kingdom Hall is used, with the result that freight companies are unable to deliver the orders because no one is there to receive the shipment; or it is necessary to give two addresses, one for shipping and another for notification. For these reasons it is better to *use one address* that can be used both for freight and mail. We would prefer that all orders be sent to the name and address of the company servant, for then we can use the address stencil that is in our files.

If you must have your shipments sent to someone other than the company servant, we suggest that the *name* and *address* of some other servant be selected who can conveniently receive *all* orders. Then use this same address each time you order literature. Your co-operation on these points will facilitate handling your orders.

Presenting THE GOOD NEWS

To a Catholic

When presenting the good news in the field, how do you deal with this response: "I am a Catholic and I go to the big church up the street"?

You might tactfully reply, "I am glad to know that you believe in God and are interested in serving the Lord. Without doubt that is why you go to church, and it is to further help God-fearing persons such as you that this work is done. You know, in my work I meet Catholics, Protestants, Jews and others, and all of these ask the same questions. They want to know what the world is coming to, whether or not it will be afflicted by another war, or if there will ever be real peace. They want to know if God has destined man to his present plight, and just what they can expect of God in the future. Haven't you often thought of these same questions?

"Yes, and the fact that *all* ask these same questions proves that they are not getting them answered in their respective churches. That is why this work of free Bible education is so necessary, because only in your Bible can you find unprejudiced and reliable answers to these questions. To aid you in an orderly study of your Bible, this valuable publication *The Watchtower* has been provided. Hundreds of thousands use it in their personal study and find that it faces these questions squarely and answers them right from the Holy Bible."

"Is it a Catholic magazine?"

"No, it is not a Catholic magazine, but neither are many of the daily newspapers and magazines you read. Neither are the radio and television, or the movies, and many of the schools and colleges to which millions of Catholics go every day for information. *The Watchtower* is a guide to the Scriptures, which foretell present conditions and describe our only hope for peace: and *The Watchtower* is the only magazine doing this. Look, the last printing of *The Watchtower* was 1,235,000 copies in 35 languages. It is a magazine for everybody. Many Catholics read it and like it very much. Just to illustrate what you can learn through *The Watchtower*, see what it says in this paragraph . . ."

If you do not obtain a subscription, you might say, "Why not take this copy to read? It is only 5c. I will stop next week to see what you think of it."

When next week comes, be sure to call on such persons. If they are sheep, they will be expecting you. Be prepared to discuss and present the good news to them and other members of the family. Take along your Douay Version Bible, if you have one. Do not hastily tear down their religion, but rather endeavor to build up good will by tactfully overcoming objections. Show them that you have good news they need and which they can get from no other source. The sheep will respond. —2 Tim. 2:24-26, *NW*.

These same suggestions can be used with a bound book or other publication.

1951 District Assemblies *(Cont'd)*

to begin arranging your affairs in order to attend.

Check on transportation facilities and schedules, fill out the Room Request form promptly and accurately, and enthusiastically invite all persons to have a share with you in this feast of the pure language. All mail regarding these assemblies should be addressed to the Watchtower Convention Committee for the attention of the proper department (rooming, volunteer service, installation, etc.) at the city where the assembly is to be held. Remember: If you write for rooms, *accept and occupy them.* This in itself is a good witness and shows forth the proper Christian attitude of good conduct.

Pioneers on the list prior to March 1, 1951, will again be assisted by the Society by being provided with meal tickets. Do not lose these: *no others will be issued.* You may select the assembly city that you choose. Pioneers should not, however, go to the assembly city ahead of time unless the Society calls them.

The district assemblies will play a large part in praising Jehovah more and more and in attaining the 34 per cent increase over last year's peak of publishers. Come prepared to attend each session, bring literature for witnessing and bring someone with you to the assembly for feasting and service.

Chartered Plane Travel

It will be necessary on April 30, 1951, to close the passenger list for the chartered plane service that the Society has arranged for traveling to the European conventions. Requests after that time will not be accepted. Make your requests now!

YOUR SERVICE MEETING

As all features of Kingdom service increase in tempo, more and more good-will persons are being found and many new faces appear at the Kingdom Hall. These strangers, present for the first time, are not acquainted with God's people as a group and are observing very intently what goes on. Their first impression of the organization is usually a lasting one. For that reason, it is necessary to know how to treat these strangers when they come to our meetings. This demonstration should show how to treat them before, during and after the meeting.

FIRST SCENE: Two publishers are conversing just before the meeting is to begin. A person walks in the door and takes a seat in the back row, all by himself. The two publishers notice him.

This scene should demonstrate how a stranger should be greeted when he first enters the hall. The two publishers can discuss whether or not they are acquainted with him and one will decide that he will go and find out who the stranger is. He goes over to the stranger and introduces himself in a friendly manner and engages him in a conversation. The publisher then explains that this is the Kingdom Hall where Jehovah's witnesses meet to study God's Word together, and offers to show him around. Then he can show him the various features of the Kingdom Hall, such as the yeartext, the library, the stock counter where literature can be obtained, the advertising department, etc., explaining briefly the functions of each one. Then it will be time for the meeting to begin and they will sit down.

SECOND SCENE: The publisher is seated beside the stranger as the meeting progresses.

Since it is the service meeting, various publications will be studied, and, of course, the stranger has none of them. So as each one is studied, the publisher should offer to let the stranger look on with him. (That is one of the reasons why he sat beside the stranger, because he knew that the stranger would not be prepared for the meeting and would feel quite helpless without some assistance.) The stranger appreciates this very much because now he knows what is going on and he benefits from the program.

THIRD SCENE: The meeting is over and the publisher is again talking with the stranger. He proceeds to introduce him to the servants, procures an "Informant" for him, and then introduces him to other publishers in the hall.

Those to whom the stranger is introduced should accept the introduction warmly and in a friendly manner. Finally, before the stranger leaves, the publisher arranges for him to return again, informs him of the times of other meetings and tells him of the programs for such meetings. Getting the stranger acquainted with the publishers and the meetings is a very *important part of welcoming him.*

GENERAL POINTS: It should be kept in mind that a friendly, receptive spirit should prevail throughout. The stranger should be made to feel right at home, however not made to feel too conspicuous, but readily accepted into our midst. The stranger will feel like returning again, and in an atmosphere such as this, he will begin to take in life-giving knowledge from the table of Jehovah. A stranger should be a stranger only once, and that once should be only on his first visit.

District Assembly Forms

We are sending pioneers and companies a supply of Room Request and Volunteer Service forms. If you need more, write for them. Servants, discuss the instructions on this form at one of the service meetings, and explain that the forms, after being filled out, are to be mailed to the assembly city each chooses to attend. Prompt action in requesting desired accommodations will help the Rooming committees to get for you the best possible accommodations. Show love for your brothers by volunteering your services at the assembly. Please take care of these matters immediately.

Do Not Use U. S. Mailboxes

From time to time it has been called to the attention of the Society by Post Office officials that publishers, when in the witness work, leave handbills and other advertising material in mail- and letterboxes. This is illegal and contrary to postal regulations and is punishable by a fine of $300. Mail- and letterboxes are for the use of mailmen, and only for matter on which postage has been paid. It would be appreciated if all publishers would remember this fact and refrain from leaving handbills, publications, or other printed matter in mail- or letterboxes *at any time.*

Be a Vacation Pioneer

With summer vacations "just around the corner", children of school age are once again invited to enter the vacation pioneer service. And why not? What better way could there be to spend the summer months than by devoting full-time service in praise to Jehovah! How much more practical for these youths to so remember their Creator than to spend these months in idle play or in the selfish pursuits of this world! Think seriously about it, young publishers.

Vacation pioneer service is a forward step in your chosen career as a minister of Jehovah God. It will help you grow in maturity and understanding of the truth; you will develop a keener appreciation of your privilege of serving the Most High; you will realize more fully your responsibility as a consecrated follower of Christ and you will become better equipped for efficient service. Yes, you will be laying a solid foundation for the future, and vacation pioneer work might well be the turning point of your life, namely, the start of a life career of full-time praise with bright prospects of Gilead schooling, foreign missionary work and other joyful opportunities ahead of you.

Last year 858 enrolled as vacation pioneers, our highest figure thus far. Many of these will again renew this refreshing experience. Parents can co-operate with their children and, realizing what it means for them, assist them to see the advantages of becoming vacation pioneers. In fact, it may be possible for many parents to join their children and enjoy pioneer life during the summer months. Remember, the vacation pioneer service is not restricted to those of school age. It is open at any time of the year to anyone who is baptized and has been a publisher for six months, and who can devote at least two months in the full-time work. Many of the older publishers who cannot stand the rigors of winter weather can take advantage of the warmer months to enjoy the rich blessings of vacation pioneering. Why not try it?

1951 should see a new peak of vacation pioneer publishers. Will YOU be among them? Write us now for your application.

Publications Now in Stock

The Joy of All the People —Bengali
"Let God Be True" —Swedish
Theocratic Aid to Kingdom Publishers —German
"The Truth Shall Make You Free" —Sinhalese
Can You Live Forever in Happiness on Earth? —Spanish

"Subjection to the Superior Authorities"

Two-Month Campaign Features *"This Means Everlasting Life"*

Now it is more imperative than ever that "every soul be in subjection to the superior authorities", Jehovah God and Christ Jesus. The heavens, earth, sea and things therein belong to Jehovah by right of creation. He is man's Life-giver. Hence man's first obligation is to Jehovah. And so Jehovah's witnesses and their companions, impelled by a theocratically trained conscience, continue to give the Kingdom witness despite opposition and persecution, in order that "every soul" may become subject to the superior authorities.—Rom. 13:1, *NW*.

During May and June we have the splendid opportunity to help others learn such proper subjection by presenting afield the excellent Bible study aid *"This Means Everlasting Life"* along with a 32-page self-covered booklet, on a 35c contribution. If you do not have an ample supply of this book, place your order immediately. Work the house-to-house territory not yet covered with this publication. Use it to teach others of "the superior authorities".

Plan to make the most of this campaign. Help newly interested ones and irregular publishers in the field service. Work for the 34 per cent goal! Press on with the public meeting work. Pleasant weather will allow for outdoor talks, so order necessary handbills now. Do not let the initial interest found during the *Watchtower* campaign cool off. Call back, study with them, and assist them to join the ranks of those already subject to "the superior authorities".

May will also be district assembly month for some sections of the country. Invite your good-will, and plan on attending the assembly held in your district. Show your subjection to "the superior authorities" and keep on preaching in obedience to Jehovah's command, both in favorable and troublesome season. This will gain life in the new world for you and those who listen to you.

Two Months' Report on 1951 *Watchtower* Campaign

Languages:	Watchtower	Awake!
English		
From U.S. Branch	64,727	17,493
Other Branches	18,575	7,475
Arabic	190	
Greek	205	251
Italian	865	
Polish	446	
Russian	127	
Slovak	86	
Spanish	4,278	3,902
Ukrainian	212	265
TOTALS TO DATE:	89,711	29,386
Grand total:	119,097	
Last year:	103,916	
Increase:	15,181	

This report is encouraging and should spur all publishers to greater effort during April, the last month of the campaign. (Note: The languages listed above are those printed in the United States. All other languages are printed in other countries and require approximately two months to begin delivery.)

1951 Calendars Available

There are a number of the 1951 calendars still available. They may be obtained at the usual rate of 25c each, or 20c each when ordered in lots of five or more. There are also some 1951 *Yearbooks* in stock, and these are 50c each. New publishers, home Bible studies and back-calls can benefit greatly from having these in their homes. Companies should estimate how many of these they can use and order accordingly.

Coming Literature Offers

Set out below is the literature to be used in the field during coming months. Companies, order accordingly. Allow four to six weeks for delivery.

May and June:

"This Means Everlasting Life" and the latest self-covered booklet.

July, August and September:

"Let God Be True" and the latest self-covered booklet.

34 Per Cent Goal 144,913

UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	369	101.7	42.7	6.4
Pioneers	6,561	86.7	33.4	5.8
Co. Pubs.	102,720	8.4	3.3	.6
Total Pubs.	109,650			

Public Meetings Held: 5,865

COMPANY ORGANIZATION

The Bible Study Servant

[1] The privilege and responsibility of the Bible study servant is to oversee and care for the back-call and Bible study activity. He will set a proper example by engaging in the back-call and Bible study work, while his chief concern will be to assist other publishers in making back-calls and starting and conducting home Bible studies.

[2] The Bible study servant can ascertain which publishers need assistance by regularly checking the Publisher's Record cards. He will endeavor to tactfully aid his fellow worker by offering to take him along in the back-call work, show him how it is done and aid him in starting home Bible studies. Assistance to the publishers in larger companies can be rendered by the Bible study servant's working through the company book study arrangement, rotating from group to group.

[3] In large companies it would be well for the Bible study servant to have an assistant so that he can have more opportunity to work with the publishers. He will also enlist the aid of other publishers and pioneers who are active and efficient in the back-call and Bible study work. The Bible study servant may assign these to assist the various publishers needing aid, and thus make them their personal charge until they have been sufficiently trained.

[4] A Study Record file will be kept by the Bible study servant, which will include a record of all the home Bible studies held by both the publishers and pioneers, as well as each of the company meetings. The Bible study servant will receive the Study Reports from the assistant company servant and will post the information from them on the Study Record slips, making out a new Study Record slip for any new studies started. The Study Record slip need no longer be filed under the territory number, but can be filed alphabetically according to the name of the householder, if this is more advantageous in your company. However, the territory number will continue to be recorded, though filed alphabetically. If a publisher is unable to continue a study and cannot find another to take care of it, then the Bible study servant should be informed of this so he can arrange for another publisher to care for it. He will also work closely with the territory servant, furnishing any information regarding studies and goodwill data that may be necessary, when territory is assigned.

[5] With the Bible study servant diligently and systematically fulfilling his responsibility of giving loving assistance to his fellow publishers, and all the publishers in turn cooperating with him in the same spirit, Jehovah's organization will continue to be blessed with theocratic increase.

INFORMANT

MAY, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king.'—Rev. 19: 6, NW. BROOKLYN, N. Y.

"Subjection to the Superior Authorities"

May Begins Campaign with "This Means Everlasting Life"

Bible Study Activity to Be Increased

[1] Jehovah our Creator is all supreme. It follows that we as his creatures should obey him by subjecting ourselves to the doing of his will. We have no stupendous assignment, such as participating in cleaning up this present system of things or destroying those who refuse to conform to the new system coming in. No, that is His job, by decree. Our commissioned work is to preach while maintaining integrity. Right in the midst of the trembling and crumbling society of nations, we are commanded to preach the good news of the Kingdom in obedience to the "superior authorities".—Romans 13: 1, NW.

Our Work During May

[2] The work of Jehovah's prudent slaves is not unfruitful. On the contrary, many are halting in their indecisive course and listening to the message of hope proclaimed. By word of mouth and by the printed page, they are instructed in the way of life. During May the book "*This Means Everlasting Life*" will be used effectively in this regard to instruct these sheep of the Lord. Chiefly from house to house and on back-calls, this publication along with a 32-page self-covered booklet will be offered to the people on the contribution of 35c.

[3] While placing this book in the field, on back-calls and with those who recently subscribed to the magazines, keep in mind our main purpose in placing literature, that of using it to teach people of good will the truth. If they already have literature and do not desire to obtain the latest, then do not conclude that they are not interested. Use the publications that they have to instruct them. The literature is incidental and only instrumental in the over-all campaign of education for life.

Increasing Bible Study Activity

[4] A recent check of reports received in the office indicates that the back-call and Bible study activity is still weak in practically all companies. Over 40 per cent of the companies in the country show these features of the service as chief weaknesses. Also, the records indicate that the majority of the calls and studies are conducted by a minority of the publishers. There is really no reason why these features of the service should lag, since ample provisions for their advancement have been made by the Lord's organization. Service meetings instruct us in the most effective ways of conducting back-calls and home Bible studies; assimilating the meat in due season provided through the publications of the Society at meetings and in private study gives us sufficient knowledge to teach others; and on-the-spot training offered by the servants in the companies provides a means for personal instruction in the doing of this work. Do we have any excuse, then, for holding back from participating in these forms of the service? No! These are the very essence of our work and are where the waters of Jehovah's Word of truth are dispensed so much more freely. By everyone's concentrating on back-call and home Bible study activity in May, by calling back on all who show interest,

(*Continued on page 4, col. 1*)

123,912 Publishers in March!

An All-Time High! What of April?

This is the fourth peak in publishers this year and 23,195 more than last March. Will we droop our hands now, just short of our desired 34 per cent goal? No, not now! We are determined to redouble our efforts to reach this goal in April. In face of this splendid increase, who can refrain from praising Jah? None should! Yes, and as we preach, remember, "Each one, help one." So doing, our goal is certain!

Prepare for and Attend District Assembly

Many Blessings to Be Had

[1] It is *district assembly* time in the United States! From one end of the country to the other, east to west, north to south, tens of thousands, anticipating the assembly blessings, are eagerly planning and arranging to attend one of the eight conveniently located assemblies planned for this year. Are *you* one of the many thousands planning to attend? What a treat is in store for all who do!

[2] For months Jehovah's 'discreet slave class' has been making the preliminary and detailed arrangements necessary so that these assemblies will run smoothly and to the mutual benefit of all assembled. Spacious halls, as announced in the April *Informant*, have been obtained, assembly personnel organized, rooming work cared for, a delightful program arranged, etc., so that all attending will be well served. Do not hesitate to encourage those with whom you are studying and other good-will persons to attend. No doubt, in most instances, arrangements can be made to bring these interested ones. The information to be presented will be of interest to all. Bethel brothers will serve at each assembly, and specially prepared subjects of vital importance will be discussed by them.

[3] Do not forget to take along your witnessing case and your magazine

(*Continued on page 2, col. 2*)

Six-Month Check-up

Pioneers—Excel in Your Work

The results of the six-month pioneer hour check-up covering September 1950 through February 1951 are heart warming and definitely prove that despite present critical times increasing numbers are joining the pioneer ranks and making a success of it. At the time of the check-up last February there were 4,553 pioneers on the list. This year there are 6,207. Of these, only two per cent had to be transferred to the company publisher ranks because of their reports and circumstances. Those who did not quite reach the minimum quota are being written individually respecting their pioneer activity, and they will be given until the end of the service year to make up lost time and reach the quota.

Pioneers, work to excel at the full-time ministry! Do not be content with minimum service. Yours is a grand privilege, yet, a grave responsibility. Preach the good news, find the sheep, feed them and help them shoulder the load of responsibility that the knowledge of the truth brings. Serve your brothers, do good toward all, set the right kind of example that will cause others to glorify Jehovah. Put pioneering first at all times, always "keep watching the ministry which you accepted in the Lord, that you fulfill it".—Col. 4:17, *NW*.

Publishers, does not the steady growth in the pioneer ranks mean something to you? It is most convincing evidence that pioneering is a practical vocation. Additionally, the Scriptures abound with promise that Jehovah will provide for those who step out with faith into the full-time ministry. Why put it off any longer? If you cannot be a pioneer the year round, perhaps you can be a vacation pioneer. This field is open at any time of the year for both youths and adults who can meet the pioneer requirements for at least two months. Do not let the present "critical times hard to deal with" prevent you from joining the ranks of full-time ministers now.

So now is the favorable time and season to engage in full-time service. Prayerfully apply yourself now to do God's good will and pleasure while the opportunity to serve thus is open. Write to us for your application. We shall be happy to send you one immediately.

Presenting THE GOOD NEWS

On Your Magazine Route

[1] Millions of good-will persons now obtain, enjoy and benefit from the *Watchtower* and *Awake!* magazines. How can multitudes more be included among those regularly receiving these two important magazines? Through the magazine route work.

[2] Publishers are encouraged to build up a magazine route by placing the magazines from house to house. As an introduction you might say: "Good day. I am building up a magazine route in this neighborhood, and it would be a pleasure to include you on my list as a regular obtainer. Here is a copy of the *Watchtower* magazine, which may be had for 5c. I would like to leave it with you for your personal examination. You will find it very helpful in understanding the reasons for present world distress. In these critical times *The Watchtower* offers a bright outlook by explaining many Bible prophecies and announcing mankind's only hope for life and security, which is God's kingdom. Examine the magazine carefully, and I will call back in two weeks to see how you like it."

[3] The *Awake!* magazine can be similarly placed as suggested in this introduction: "Good day. I am calling on the people of this neighborhood in the interests of establishing a magazine route. I would like to introduce the *Awake!* magazine to you, and include you on my list as a regular obtainer of this timely magazine. It will keep you awake to the vital issues of the times, and acquaint you with truth and facts that will enable you to make wise and safe decisions. It covers a wide range of information and knowledge that is uncensored, and contains on-the-scenes reports contributed by our own correspondents from the four corners of the earth. Over three-quarters of a million copies of this magazine are printed, and it is read in many nations, in many languages, by persons of all ages. The magazine is only 5c a copy. Give it your honest examination, and in two weeks' time I will stop by to see how well you enjoyed it."

[4] Be sure to call back at the end of the two-week period, and have with you the latest issue of the magazine. Also, be prepared to discuss any of the articles with the people, using some article or feature to stimulate their interest. Your return visit conversation may open like this: "Hello. Two weeks ago I left you a copy of the *Watchtower* (or *Awake!*) magazine. So now I am calling back, as I promised, to see how you liked the magazine. You need the vital information in this magazine regularly, so I am quite anxious to have you as a regular obtainer on my magazine route. Therefore I have brought with me the latest issue of the magazine, which I know you will enjoy. Here is an article I particularly liked. . . ."

[5] The people need the message contained in the *Watchtower* and *Awake!* magazines. You can help them obtain it. Start now to build up a magazine route and share in aiding many thousands of other persons to learn how they can praise Jah and live!

District Assembly *(Cont'd)*

bag for use at the assembly and en route, for you will have many opportunities to speak the pure language. By the middle of June not only tens of thousands, but millions will know that Jehovah has assembled his people according to his good purposes. Yes, millions, for multitudes will hear our shout of praise en route to the assemblies, while there, and on returning to our homes. Plan now to have your share in it.

[4] An immersion service will be held at each assembly. At most assemblies it will be held at 9 o'clock Saturday morning. (Check programs for exact time.) Candidates should bring their own towels and bathing suits. Those desiring to participate in the orchestra should bring their own instruments, and *all* should bring songbooks. Pioneers enrolled March 1, 1951, onward should bring their Pioneer Assignment cards to the assembly for use in identification. It may be impossible to provide outlets for sound recorders at many of the assembly cities, or, at best, provide them for only a limited number. Therefore, please write Watchtower Convention, Sound Information, at your assembly city for verification before taking your equipment.

[5] Plan to be at the assembly Friday morning at 9:30 for the opening meeting and plan your time so that you are on hand to take in every session scheduled. Wonderful blessings are in store for you if you do.

YOUR SERVICE MEETING

Circuit and district assemblies are means that the Lord is using to assemble his people for vital Kingdom instruction so necessary during these last days. A great deal of time, money, and effort are spent in arranging and preparing assemblies and, for publishers to derive full benefit, they must properly prepare to attend and conduct themselves fittingly while there. The following material emphasizes proper publisher preparation, consideration for the landlady and conduct at the assembly. To cover this material as outlined, twenty to twenty-five minutes should be devoted to it at a service meeting.

FIRST SCENE: (Part one) By pantomime illustrate the basic steps each publisher should take in preparing for an assembly.

Publisher has Room Request form and is in the process of filling it out. Care is taken to supply all requested information, such as full name and address, type of room requested and amount desired to be paid, date of arrival and length of stay, etc. Upon completion it is rechecked and mailed. Receiving the rooming assignment a few days later, time is taken to write the landlady and confirm date of arrival and intended time of arrival. Next comes personal organization. Proper clothing is selected, appropriate literature, book and magazine bags are put in order, duties requiring one's attention before leaving are cared for, room assignment card is thoughtfully put in with those things to be carried to the assembly, such as songbook, etc.

(Part two) Show arrival of publisher in assembly city at a reasonable hour on day before assembly.

Upon arrival the publisher, with suitcase and book bag, goes directly to assigned room, introduces himself in a friendly manner to the landlady, and is directed to his room. Showing consideration for the landlady and wanting to be fully rested so as to get the most from the next day's assembly schedule, the publisher retires for the night.

SECOND SCENE: Witnessing to the landlady. (Arrange as a demonstration.)

Many landladies are interested in Jehovah's witnesses, want to know what kind of work we are doing, what we believe, etc., and open their homes to Jehovah's witnesses with this in mind. Understanding this, on the following evening the alert publisher utilizes an opportunity to witness. A program is produced, future assembly activity is highlighted, particularly the public meeting, and an offer is made to have the landlady and her household attend assembly sessions with the publisher. Continuing, the witness tells of an experience had in the field service there in the assembly city. The scene will end with the publisher leaving with the landlady the particular booklet, magazine or book which covers the point of discussion raised in the experience related.

THIRD SCENE: Forum discussion covering Christian conduct at an assembly.

Two or three publishers should be assigned to cover the following points, and in their discussion they should point out the benefits all receive by adhering to these principles: 1. Be on time for and attend all sessions. 2. Show neighbor love by not talking and distracting others during the meetings. 3. Do not rudely leave sessions before being dismissed or while prayer is being said. 4. Visit before and after sessions (not during). 5. Volunteer for assembly work. 6. Have a part in field service; help others attend. Turn in good-will slips and subscriptions at assembly city; field service reports to home company. 7. Arrive at your rooms at a reasonable hour each evening.

"That the Ministry Be Not Blamed"

Personal Appearance Important

When a person calls at another's door, displays magazines on a street corner or stands upon a platform to deliver a talk, people reach conclusions about him before he even speaks. This is a natural tendency, and even the Scriptures note that "man looks upon the outward appearance". A poor appearance impresses men that the speaker and his message are not important or worthy of serious concern. Thus, one who is indifferent about his appearance and dress may unwittingly close many minds against the truth even while zealously engaging in field service. It is very difficult to remove these first impressions, however incorrect they may later prove to be.

It was with good reason, then, that Isaiah instructed, "Be ye clean, that bear the vessels of the LORD." Baggy, unpressed trousers, grimy, wrinkled shirts or dresses, or unshined shoes are no aid to us as we bear the Kingdom message. Though not necessarily fancy or expensive, clothing should always be neat and clean, befitting the message we bear.

Personal cleanliness is likewise important. An ambassador of the Theocracy will not have unkempt hair, unshaven face or dirty hands. Such things nullify the good effects of the comforting words we speak.

By far the majority of the servants of God do observe the simple rules of cleanliness. But since people are prone to judge all by the one who may not, it is essential for *all* to be equally diligent in this important matter. We are called upon to reflect the light and glory of Jehovah. Neat appearance, clothes pressed, shoes shined reflect cleanness and enlightenment and confidence. Pause a moment each time before going into the service and ascertain if these things have been taken care of. It is a good investment to be clean. It will make your work doubly effective, and you will be conforming to the apostle's counsel, "Giving no offence in *any* thing, that the ministry be not blamed." —2 Cor. 6:3.

34 Per Cent Goal 144,913

UNITED STATES QUOTA FOR 1951

108,315 Publishers

Monthly Field Service Report

March Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	374	122.8	50.3	6.3
Pioneers	6,950	86.1	33.3	5.4
Co. Pubs.	116,588	6.8	3.2	.5
Total Pubs.	123,912			

Public Meetings Held: 6,167

Legal Assistance

Those who desire their material goods, or a portion thereof, to be used, upon their death, to advance the interests of the Theocracy should consider the *Memorandum on Gifts and Wills* prepared by the Society's legal counsel.

The memorandum answers questions concerning wills, deeds of real estate, conditional donations of money during lifetime, etc. You may write for a free copy to Watchtower Legal Office, 124 Columbia Heights, Brooklyn 2, New York.

"Pure Language" Testimony Period

Be Bible Study Conscious

A pure language in these last days when critical times are here? At a time when men are lovers of themselves, haughty, blasphemers, slanderers, betrayers, puffed up with self-esteem? Yes, in these *very* critical times Jehovah is sending forth his servants with the pure language of his purposes to all nations, peoples, kindreds and tongues. This enables the honest-hearted "other sheep" to cease speaking the polluted language of this dying old world and to understand and begin to speak the pure language which Jehovah is turning to the people, "that they may all call upon the name of Jehovah, to serve him with one consent."—Zeph. 3:9, *AS; Da; Yg.*

All pure language speakers will continue to serve Jehovah with one consent during June by offering the pure language contained in the book "*This Means Everlasting Life*", on a 35c contribution, and giving a thought-provoking self-covered booklet with each placement. In eight short months more than 2,000,000 copies of this book have been printed, shipped and most of them placed with the public. With a good supply now available, undoubtedly many, many additional thousands will be placed during this month, for, having now studied the book at the company study, in private and with others, we are in a more strategic position to point out the life-giving information contained in it.

'Superior Authorities' *(Cont'd)*

let's see if we can bring these features of the service up to their proper standing.

Other Activity

[5] With the new public meeting campaign off to a good start in April, plans should be shaping up now to have public meetings in the rural and semirural areas of the territory this month. Good results are being obtained through the public meetings; so, keep pushing this means of spreading praise.

[6] Have you completed your plans for attending one of the district assemblies? The Lord's blessings are not cut short but he lives up to his promise to provide our needs at the proper time. Do your part to receive them by attending.

[7] Jehovah, through his Word and organization, has outlined the work before us. We are thankful for this and will show our love for him and our neighbors by subjecting ourselves to his will and using all the means he has provided to preach the glad tidings of the Kingdom.

But to enable prospective "other sheep" to 'call upon the name of Jehovah' according to his purposes means more than just placing a book. They must learn the pure language it contains. So continue to serve by calling back on every placement. Make a real effort to start a study, for through home Bible studies these honest-hearted ones will learn of Jehovah, his purposes, and how to worship and serve him. The mature servants and those just learning the pure language will together 'call upon the name of Jehovah' and serve him with one consent.

Credit Memo Revised

The name of the Credit Memo (SC-7) has been changed to Receipt, but no change is made in its use.

Publications Now in Stock

"*The Prince of Peace*" —Swedish

MEMORIAL REPORT	
Memorial Attendance	178,728
Number of Partakers	9,778
Public Meetings Held	1,902
Public Meeting Attendance	94,766

COMPANY ORGANIZATION

The Company Committee

[1] Sometimes it is necessary to settle matters in the company upon which no specific instructions have been given in *Counsel on Theocratic Organization.* These matters must be decided upon by the company committee representing the congregation. The company committee, comprised of the company servant, assistant company servant and the Bible study servant, has the responsibility of handling such matters in a systematic and orderly way. Wherever possible, the committee should be composed of three different publishers, and should be the most mature in the company and the logical ones for the company servant to consult when he needs advice or counsel on such matters.

[2] The committee will consider and care for all incidental company matters such as the advisability of dividing the company into units, how much rent should be paid for halls, what halls should be rented, what should be done with excess money, how much money should be spent on legal matters approved by the Society, how to minister spiritual and physical aid to the poor and infirm in the congregation, when needed, and any other similar matters relative to company affairs and the service. It will also be the duty of the committee to make recommendations for servants to the Society, in accordance with paragraph 82 of *Counsel on Theocratic Organization.* All such recommendations should be signed by each member of the committee. The recommendations must be impartial and always for the best interests of the company. Publishers should not be recommended until they have published for one full year after immersion.—See Philippians 2:3, 4; James 2:1-9; and 1 Timothy 3:2-10, *NW.*

[3] It must be remembered that the company servant takes full oversight in the company and that the other members of the committee are to work closely with him in supervising the company's activities. Decisions made by the committee relative to company matters will be presented to the company when necessary by the company servant. The committee will meet only when necessary.

[4] When difficulties arise in the company because of an individual's conduct and the congregation and persons of good will are affected, the Bible places the responsibility for handling such matters in the hands of the "older men", and such difficulties may be handled by the company committee or, if assigned, other mature brothers who are Scripturally qualified. If the company servant feels it advisable, he may select two mature brothers other than those on the company committee to handle these particular difficulties. This assigned committee, after hearing all the evidence and witnesses, can recommend whether the guilty individuals should be removed from their servants' positions, disfellowshiped, or just counseled and given a chance to prove their repentance and good intentions. If a disfellowshiped person has repented, and shown this by right works over a period of time, such committee can recommend his acceptance back into the congregation.

[5] The company committee should always be willing to receive suggestions from the publishers and give them careful consideration, and should be at unity and in harmony so that it can carry out its duties to the honor and glory of Jehovah's name.

INFORMANT

JUNE, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

135,356 Publishers in U.S. in April!

"The little one shall become a thousand!" When this prophecy was discussed in the October 1, 1942, issue of "The Watchtower", how many of us could foresee the many thousands that would rise as a cloud of doves and hasten to Jehovah's unwalled city? At that time we reported only 63,423 publishers in the United States. Now, in April 1951, we reached our fifth peak in eight months, with a grand total of 135,356 publishers. A 25 per cent increase! What a marvelous evidence of Jehovah's blessing on hands that did not droop! Servants, publishers and pioneers all kept their hands busy in Jehovah's service, gave a helping hand to their brothers and those of good will, and the rich rewards of increase have filled our cup of joy to overflowing.

Above everything else, let us now strive to maintain the splendid gains we have made. Help these new publishers to become regular and effective ministers. Keep on telling the good news. Reflect Jehovah's glory as you go from house to house, make back-calls, conduct home Bible studies, and train those of good will to become disciples. Doing this will have a wholesome effect on everyone, more territory will be worked, more people of good will educated in the truth, a greater witness given, and we will continue to receive Jehovah's blessing. "Consequently, my beloved brothers, become steadfast, unmovable, always having plenty to do in the work of the Lord, knowing that your labor is not in vain in connection with the Lord." —1 Cor. 15:58, *NW*.

"Pure Language" Testimony Period

Spread the Pure Language in Every Way

Hold Gains Made During Past Months

[1] Of the many thousands of languages spoken today, there is but one pure language and that is the pure language of truth, God's Word. The Almighty God has provided it for peoples of all lands and tongues. So, during the month of June, Jehovah's servants earth-wide will be aiding persons of many nationalities to know and speak that pure language.—Zeph. 3:9.

[2] By the time this *Informant* is considered most of the district assemblies will have been held, our knowledge of the word of truth will have increased, our hearts will be overflowing with gratitude and our minds will be filled with the precious pure language. We will thus be fired with enthusiasm to speak it forth to others. Having our commission uppermost in mind, our desire will be to use our enthusiasm in aiding others to learn and appreciate this knowledge that means life to them. To assist us in fulfilling this commission the same literature offer as for May will be used, namely the timely book *"This Means Everlasting Life"*. It will be placed with a self-covered booklet, on a 35c contribution.

How to Spread Pure Language

[3] Book placements (as well as the many subscriptions obtained earlier this year) will create openings for starting home Bible studies. Goodwill persons want to enjoy the happy sound of the pure language and learn how to speak it; it is through the back-call and Bible-study work that they can do so. Hence, call back on your placements, feed those showing interest, take an interest in them and spend time in helping them. Start them off aright by showing them how to get the most from, and make the best use of, their literature. And remember, advance preparation is vital to lively and profitable studies.

[4] Public meetings are serving marvelously to educate persons of good will and to help them gain a knowl-

(Continued on page 2, col. 1)

New Accounts System

Keeping of Accounts Simplified

The Society is herewith issuing a new and simplified system for keeping the accounts of all-size companies. Enclosed with this *Informant* are two copies of the new Company Accounts Instruction sheet (SC-70), one copy for the accounts servant and the other to be read by the stock and advertising servants and kept on file by the company servant. Samples of the new Accounts Sheet (SC-8) and Progressive Inventory (SC-17) are also enclosed. Discard the old forms these replace, but continue to use your present supply of all other related forms until they are exhausted. The name of the Credit Memo (SC-7) has been changed to Receipt, but no change is made in its use.

When filling out the Remittance Form (S-52), disregard the division of money between *The Watchtower* and *Awake!* as money for these magazines will no longer be separated; but continue to show the total for the magazine account separate from the total for subscriptions. Money remitted for cash items will be separated from money for campaign literature on the Remittance Form, but the stock and accounts servants will make this separation of money only once each month, when the Progressive Inventory is posted.

In the future, the Society will show charges for cash items separate from charges for campaign literature on both invoices and monthly statements. Similarly, remittances for cash items will be listed sepa-

(Continued on page 4, col. 1)

"Pure Language" *(Continued)*

edge of the truth. Hence, companies should continue to arrange for and utilize these meetings to the best advantage. If possible, make use of every week end by keeping a continuous series going. People generally like to spend their week ends doing or enjoying something different. So why not have them hear the pure word of truth in any one of the special places you may select to have the public meetings? Invite them and then take them along with you. Warmer weather means additional opportunities to speak the pure language in this manner throughout the territory.

[5] Rural witnessing can be planned for certain localities, and in conjunction with this rural activity public meetings can be arranged. Territories can be effectively covered by an orderly and systematic arrangement. Company and territory servants, give some thought to this and plan the most effective way to reach the people in your territory. Take in all the smaller towns and villages, present the offer and advertise the lecture to be given in some nearby community house, lodge hall, outside location, etc. Planning in advance will reduce travel to a minimum, and needless expenditure of time, energy and resources will be eliminated. A full day of service in rural work will open the way for many to hear the pure language and obtain pure-language publications. Since rural activity is limited in many places, a real effort should be put forth to cover such territory.

Our Aim

[6] Our efforts for increase are not to gather together a large organization of which we can boast or be proud. No, not that! Our goal is not to convert the old world. Our efforts for increase are for the purpose of accomplishing the greatest work on earth. We want to see God's word of truth spread among all people, earthwide, so that the worship and praise of Jehovah may be expanded and the crowd of pure-language speakers may increase. The harvest is truly great, but the workers are comparatively few. So, as the Lord blesses us with an increase in workers, we strive to maintain such gains and together work to produce much, some thirty, some sixty, and others a hundredfold. Thus we diligently spread the pure language in every way to reach increasing numbers of men of good will, to Jehovah's praise.

Publications Now in Stock

Catalogue (1951 edition)

The Kingdom Hope of All Mankind

—Ibo

Presenting THE GOOD NEWS

To Those Not Favorably Disposed

As international crises flare and fade and public opinion blazes and subsides, Jehovah's witnesses meet with many false ideas concerning themselves. Common among such are, "You are a communist"; and "You won't fight!" We want to tactfully answer these objections and then direct the minds of the people to the Kingdom. For instance, one might say:

"Communism is against God and freedom of religion, and it seeks to revolutionize the world by force. On the other hand, Jehovah's witnesses believe strongly in the Almighty God, have fought many legal battles for freedom of religion, preach against revolts, and exhort the people to turn to the kingdom of God, waiting on him for the destruction of wickedness. We are violently persecuted in Russia and her satellite countries, and all because we tell the people that Almighty God himself will soon destroy all godlessness and wickedness and will set up a new world where there will be no sickness, sorrow, pain, want, fear, old age, or even death. Our fervent desire is to aid all persons of good will to find the way to everlasting life in that world. That is why I am calling today with this publication . . ."

Answering the charge, "you won't fight," one can tactfully reply: "You wouldn't expect your minister to fight, would you? Well, I too am a minister. Jehovah's witnesses are a society of ministers. As ministers, we are exempted from military service not only by the Scriptures but also by the law of the land. We are in a covenant with the Almighty God, Jehovah, to make known the good news of his kingdom under the Prince of Peace, Jesus Christ. How could we participate in war and at the same time represent the Prince of Peace? How could we fulfill our covenant to preach God's kingdom? We are under a sacred vow to make known the good news that Jehovah through Christ is about to sweep away this system of things and set up a system where there will be no more wars and no one will have to sacrifice his loved ones to warfare. At that time love will prevail, and all humankind will live in peace forever; yes, they will have everlasting life. It is our job to help persons learn how to gain that everlasting life. Ours is an educational work for real life; we are ambassadors of peace, and that is why I am calling at your door this morning. . . ."

Turn the person's attention to the Kingdom as soon as possible. Never be sharp and return like for like, or wrangle. Don't waste time with goats; don't throw your pearls before swine. However, give those "not favorably disposed" every reasonable opportunity to learn the truth, "as perhaps God may give them repentance leading to an accurate knowledge of truth." (2 Tim. 2:25, *NW*) Hunt for the sheep and kindly teach them the truth. Then they too will speak the pure language.

Public Meetings Serve Men of Good Will

Proper Conducting of Meetings Adds to Effectiveness

[1] Just look at the following chart for the United States!

Year	Total Companies	Total Pub. Mtgs.	Yearly Avg. per Co.
1948	2,901	45,446	15.7
1949	2,905	54,919	18.9
1950	2,941	71,964	24.5

The evidence is overwhelming that people of good will are helped to get a knowledge of the truth through the public meetings.

[2] It is essential that these meetings be properly conducted, for it will add much to their effectiveness in serving those of good will. When there is no competent chairman to handle the meeting and introduce the speaker, the speaker will introduce his own subject and make the concluding announcements. The introduction should welcome those in attendance and announce simply that the speaker, Mr. ....., an ordained minister and representative of the Watchtower Bible and Tract Society, will address them on the subject ..... This should not take more than one minute of time.

(Continued on page 3, col. 3)

YOUR SERVICE MEETING

Studying the "New World Translation" has infused new life into the theocratic ministry school. Publishers enjoying its benefits are learning the "pure language" of Bible truth, "with a view to all the riches of the full assurance of their understanding." (Col. 2: 2, NW) However, to further assist the students in preparing their discourses, the following demonstration, planned for twenty-five minutes, will illustrate how to prepare the analytical talks and chain word discussions.

SCENE 1: The student is at home preparing his assignment, which is a portion of the main text of the "NW". (10 minutes)

He will make his comparisons out loud (as if talking to himself) and thus bring out the differences of the *NW* with other popular versions. His analysis will not merely identify the variant readings but will show why the *NW* rendering is superior. In one verse it may be a point of grammar that is improved; in another, a matter of accurate translation; the next, modern speech, simplified rendition, explanatory footnote, cross-reference support, etc. He will analyze about five or six verses, and in each one a different point should be brought out. The student mulls over his assignment and decides to use the story or narration as a theme upon which to build his analysis. A fitting introduction is also worked out.

SCENE 2: The school servant is in the theocratic ministry school library assisting one of the students with his talk on a chain reference word. For this purpose a brief chain should be selected. (10 minutes)

After looking up and reading the chain references, a theme is selected that seems most apropos and embraces the majority of the texts. The dictionary is used to get the full meaning of the word involved. Some Watchtower publications are consulted on the subject for background material. As they go from text to text the school servant shows the student how each text can be woven into the theme, and even the more difficult scriptures are fitted into the theme selected. He also shows him how to line up his material into notes. (In many cases just a few notes in the margin of the *NW*, or notes on a small slip of paper, inserted at the text location, will be sufficient.) The fewer notes one has the more extemporaneous will be his delivery and the better his audience contact. Illustrate how connectives can be used to bridge the gap from one text to the next, so as to preserve the coherence of the talk. Since this talk is to be given as on a back-call, an introduction and conclusion will be developed that will fit in with the theme and demonstrate the "back-call style".

SCENE 3: Kingdom Hall and time for above student to deliver his talk on the chain word.

The student, using his copy of the *NW*, will deliver a five-minute discourse on the chain discussed in the previous scene, embracing all the points brought out above. (Except for length, this should be a model student talk on a chain reference.)

General Points

In analyzing the main text of the *NW*, one's purpose should not be merely to show the differences of the *NW*, when compared with other versions, nor should the story be given in paraphrase style. But an analysis means explaining the whys and wherefores, why *crowd* is better than *multitude*, why the *NW* leaves out a verse that other versions contain, how the *NW* is superior, *proof* of its accuracy, modern speech, etc. With the chain the purpose is to show the various uses of the word, weave a theme around that word and present it as on a back-call. IT IS NOT an analytical discourse like the two talks on the main text. Audience participation should not include counsel to the student. Publishers are to bring out points that were not covered by the student in his analysis. By putting into practical application the above suggested points the ministry school will be enlivened and proceed with greater benefits to all who are seeking to speak the "pure language" according to "accurate knowledge".

Brooklyn Bethel Vacation

From August 4 to August 19 inclusive the Bethel home, offices and factory printing plant will be closed down to give the family a rest period. No mail or correspondence will be handled during this period. There will also be an unavoidable delay during all of August resulting from the accumulation of mail. Bear this in mind by making plans early and ordering needed supplies well in advance of this time. Circuit and district servants will have their vacation during the same two weeks.

Public Meetings *(Continued)*

At the close of the meeting the following announcements should be made: (a) That, after the meeting is dismissed, the speaker or any of Jehovah's witnesses will gladly answer any questions on the talk that anyone in the audience may have. (b) That a booklet or magazine will be given free to those desiring it. (The company will pay for these and report placements.) (c) Announce the title of the talk for next week and invite all to attend. (d) Also, extend an invitation to attend the other company meetings, giving time and location. The Society's publications should always be available after the meeting.

3 It is the company servant's responsibility to take the initiative in making arrangements for all public meetings. He, along with the school servant, will select capable speakers from those enrolled in the theocratic ministry school. All servants and publishers should co-operate wholeheartedly by advertising each meeting thoroughly, so that it will be brought to a successful conclusion, namely, that people of good will may be served with the truth through it.

4 When people of good will come to the meetings, they should be made to feel welcome. Extend a friendly greeting and, where possible, sit with them, answer their questions, introduce them to other brothers, and invite them to return. When sufficiently interested, make arrangements to call at their homes and conduct Bible studies with them.

5 Meetings may be held in halls, parks, on lawns, and in outlying localities. For variety in speakers, company servants may arrange for speakers from nearby companies, where possible. Also, one or two talks may be featured at each company book study location every few months. At such times a special effort should be made by those assigned to such study to get all persons of good will to attend these talks. The talks can be forty-five minutes in length, followed by a fifteen-minute study in the publication currently considered by the group. This will serve to introduce the newly interested to our method of group study. General questions may be answered after the meeting is dismissed.

6 By applying this counsel on the proper conduct of public meetings, and with each company endeavoring to expand its public meeting activity, a further increase in this feature of work will result, to Jehovah's vindication and the salvation of a great crowd of men of good will.

"Continue in the Things You Learned"

"Let God Be True" Featured for Three Months

Jehovah's salvation is sure, and his reward is certain to those who continue in the things they learn from him. Therefore, patient endurance in right works is a quality to be cultivated by all of God's servants. Especially at the consummation of this system of things is it necessary to be on guard against the evil influences of this old world. The apostle Paul strongly warned of this present time when wicked men and impostors would advance from bad to worse, misleading and being misled, and then admonishes, "You, however, continue in the things you learned," in order to experience Jehovah's sure salvation through Christ Jesus.—2 Tim. 3:14, *NW*.

During the months of July, August and September we can continue in the things we have learned by practical application, and this by presenting in the field the very effective Bible study aid *"Let God Be True"* and a self-covered booklet, on a contribution of 35c. Companies should order now, if they have not yet done so. With summer vacation here, the rurals can be given a good coverage with this book. It has had a wide circulation, but there are yet people who need the information in this book.

Being filled with much practical instruction learned at the district assemblies will also enable all of us to continue in right works. Keep in mind also to maintain the gains in publishers by continuing to help newly interested and irregular publishers in field service. Continue to push the public meeting activity, which can be carried on outdoors during the summer season.

Do not neglect to call back on all those with whom books are placed, and endeavor to start Bible studies. Assist them in learning the way of salvation, and how they can continue therein. The reward of everlasting life is sure. So continue in the things you have learned, and live!

1951 *Yearbook* and Calendar at Reduced Rates

The Society still has a considerable supply of the 1951 *Yearbook of Jehovah's Witnesses* and 1951 calendar. These two publications are excellent to place with your new interest and Bible studies because they so graphically describe the present world-wide expansion of the Theocracy. Publishers, please order through the company. The *Yearbook* will be available for 25c and the calendar for 10c each, as long as the supply lasts. Remittance should accompany the order.

34 Per Cent Goal 144,913
UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

April Report

	Pubs.	Hrs.	B-C	Bi. St.
Sp'l Pios.	301	136.0	58.0	7.8
Pioneers	6,439	95.2	36.8	5.6
Co. Pubs.	128,616	8.3	3.1	.5

Total Pubs 135,356

Public Meetings Held: 8,052

The Watchtower in Japanese

The Watchtower is now available in Japanese. It is a 16-page edition, published twice a month. The subscription rate in the United States and elsewhere is $1.50 a year. (A single copy will be 10c.) In Japan it is 500 yen a year.

Accounts System *(Continued)*

rately on the statements, just below the remittances for campaign literature.

Before Adopting New System

If your company has any cash items on hand now for which you have not sent the Society the covering remittance, transfer the cost of these items from your Company Cash account to the Literature account as soon as possible. All cash items should be already paid for and belong to the company. Also make an up-to-date audit of your present accounts, following the old accounts instructions, but, whether or not the audit has been completed, it will be all right to begin using the new system July 1, 1951. The circuit servant when he next visits the company will check to see that the accounts servant understands the new system, that entries are being made properly, and that the "Hold File" is kept up to date. Carefully follow the instructions and illustrations and you should have no trouble keeping the accounts. If difficulties are encountered that you cannot overcome, you may consult the circuit servant or correspond with the Society.

COMPANY ORGANIZATION

Territory Servant

[1] To help insure proper coverage of all the territory assigned to a company organization, the Society appoints the territory servant. He has the responsibility of seeing that the territory is subdivided into smaller sections for assignment to the publishers and pioneers and that these assignments are regularly covered with the Kingdom message.

[2] This can best be done by having a master map of the company's territory, showing the boundaries and numbers of all individual territories. A similar map can then be cut up into corresponding territories and these pasted on territory map cards obtained from the Society. The size of territories will depend upon the type of territory and local conditions. However, they should be small enough for publishers to effectively work them and care for all interest. As these are issued, a record should be kept of the date issued and when they are returned as well as the number of times worked. Each assignment should be returned every six months for a semiannual checkup.

[3] Where territory is entirely business, it should also be covered with the regular offer of literature, and the territory servant will hold maps for this territory. However, the advertising servant will prepare and issue territory for street and magazine store-to-store work.

[4] The territory servant should always have in mind the proper coverage of the company's territory. It is preferred that companies cover their territories at least twice a year, so the territory servant should arrange for the territory not being covered often to be covered by group witnessing and encourage publishers to obtain certain territories that have not been covered recently.

[5] The territory servant can aid the company servant much in the selection of public meeting locations. Different sections of the city, urban areas, small towns and rurals should all be considered and arrangements made for the most appropriate coverage of the territory with public meetings. When a public meeting is scheduled for a particular area, it will usually be advisable to call in the territory assignments held by publishers in that area. The territory can then be worked uniformly by group witnessing in advertising the public talk and placing the offer for the month. All the interested ones in the area should be invited to the public meeting.

[6] In addition to his duty of seeing that the territory is properly covered and caring for the records in this regard, the territory servant has the chief responsibility, as with any servant, to set a good example in the field and to assist and train others in the preaching work.

INFORMANT

JULY, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

"Continue in the Things You Learned"

"Let God Be True" to Be Featured for Three Months

Rural Work to Be Stressed

[1] With Jehovah God and Christ Jesus as their teachers, Jehovah's witnesses have received fine instruction in the way of life. They have learned the elementary doctrines of Christian principles, they have been enlightened on the issue of universal domination, they know the Kingdom is now in operation, and they know that their chief obligation at this "time of the end" is to make known this good news to all the inhabited earth. The "feast of fat things" enjoyed at our recent district assemblies was part of our teaching and has helped to equip all of us to heed the admonition to "continue in the things you learned". Only by so doing can the man of God become "fully competent" in teaching, reproving, and all good works.—2 Tim. 3: 14-17; 4: 1, 2, *NW*.

[2] A ready instrument to assist us to continue dispensing the things we have learned will be featured during the months of July, August and September, namely, *"Let God Be True"* together with a 32-page self-covered booklet, on a 35c contribution. This book presents God's side of the issue now before mankind. Many have already learned much from its pages. But there are a great many more who have not had that opportunity. So we want to search out these persons and aid them to get a basic knowledge of God's Word through this help. Then they, too, will be able to continue in things learned.

Cover Rural Sections

[3] During July, weather conditions are very conducive to rural work. Many persons in our rural territories receive very little attention during the winter months, so we should use this opportunity to carry the things we have learned to them. Of course, we do not want to neglect our city territory completely. But we want to cover our rurals while the season is favorable.

[4] Public meetings have proved very successful in giving a witness in rural territories and in finding those who want to learn the truth. Locations for these lectures are comparatively easy to get. Why, public meetings can be held in fields, on lawns, on sun porches, in schoolyards and in various other places that can be had free or at a very reasonable cost. Once found, this rural interest should be regularly fed by starting home Bible studies, group studies or by letter writing when it is impossible to make personal visits. Let us take advantage of every circumstance and condition that offer us an opportunity to teach these honest ones, that they too may continue in the things they will have learned.

Hold On to Increase

[5] Many new publishers are now swelling our ranks. Also increasing by leaps and bounds is the number of good-will persons who associate with us. We want to aid all these to continue in the things they are learning. What gain is there if we start a publisher in the service and on his way to Christian maturity, and then abandon him and let him lapse back into inactivity or even back into the world? Yes, we must assist him to continue in things learned until he is strong enough to move forward on his own. And we must assist those who have not yet entered into the service to continue in the things they have been learning by making public declaration of the good news. We can set an example for all by diligent study, regular attendance at meetings and regular service, and thus demonstrate how to continue in the things we learned.

[6] Now is not the time to droop our hands and rest on our laurels. Knowledge brings happiness and responsibility as well. If you would obtain Jehovah's favor, "continue in the things you learned."

Spend More Time in Field Service

Make Your Time Count

[1] Now is the "opportune time" for men to take in and pass on to others knowledge of Jehovah, his Son and his kingdom. The time period allowed for this since 1914 is rapidly moving toward its end with the destruction of this wicked system of things. Hence, the remaining time is especially precious to all of Jehovah's servants. As much consecrated time as possible must be spent in the ministry. Ours is a real stewardship, a life-saving ministry, the most important of all work! The sheep of the Lord must be found and fed, and a warning witness given! To do this, time is required. Time must be spent in preaching from house to house, holding forth the Kingdom message on the streets, making back-calls and conducting home Bible studies, and training new publishers to be effective ministers.

[2] More time devoted to field service will result in a greater witness and assure that the sheep will be found and cared for. Do not be content with minimum service. Strive to increase the amount of time you spend in field service. At least make an effort to reach and exceed your company's individual quota of hours each month. Can you do more? Is your territory being properly worked? Are your back-calls made regularly? Does each publisher conduct at least one Bible study? Does everyone participate in Magazine Day activity? Are there new or weaker publishers that you can help? No, none can afford to relax and take it easy. The field is large and much is yet to be done. However, with each one putting forth effort, more will be done.

Increasing Sacred Service

[3] With careful planning it will be possible to utilize in field service time unnecessarily spent in other

(*Continued on page 2, col. 1*)

More Time in Service *(Cont'd)*

pursuits. Weights and hindrances must be cast off. For the theocratic minister it is not "How much can I crowd in on the ministry?" but, instead, "How many of these weights can I lay aside for the ministry?" Putting the Kingdom interests first will allow the most time for field service. Time and energy consumed in pursuit of illusive wealth, worldly entertainment, etc., are the things to be sacrificed in favor of time for the ministry.

4 How can you make your time count while in the service? Strive for efficiency. Be well organized both as a company and individually. Get necessary literature and territory at the service meeting. Wherever possible, arrange your group beforehand for the week-end service. This will save valuable time when the group is to leave for the field. All will know where they are going. No time will be lost in indecision; publishers will be able to immediately depart to the field. Also, efficiency at the doors will result if you have in mind what you intend to say in presenting the literature offer. Regardless of the number of hours you spend in the field, make them the *best* hours you can give. Jehovah's service deserves it!

Regularity Essential

5 Then, there is the matter of regularity. The most good is accomplished by a publisher who is regular in the service. Endeavor to be regular, engaging in the service some time each week. Schedule your affairs to do this. This will make possible the coverage of more territory, proper and regular care of interested persons, and will show your dependability. Such a regular example was set by the apostles, for "they continued without letup teaching and declaring the good news about the Christ, Jesus" —Acts 5:42, *NW*.

6 After field service is done, report it. In this way all will know how much of the "opportune time" is spent in the preaching work. Ours is a great privilege to serve Jehovah. It is a good work. Therefore, we should face each day's service with enthusiasm and a desire for the work; be joyful, happy to be used by Jehovah. He will not forget your work and the love you show for His name. Be industrious in the service. Resist any tendency to be sluggish. Instead, always have plenty to do in the work in connection with the Lord. Make your field service time count!—1 Cor. 15:58; Heb. 6:11, 12, *NW*.

Publications Now in Stock

Permanent Governor of All Nations —Cebu-Visayan

"The Prince of Peace" —Ilocano

Presenting THE GOOD NEWS

To Those "Not Interested"

1 "I'm not interested." How often the Kingdom publisher hears this remark when approaching the people with the Kingdom message! This presents a challenge, and in order to make sure that such persons do not willfully turn the minister of good news away without first knowing what he represents, it becomes the duty of each publisher to devise ways of overcoming this barrier.

2 It is not a case of refusing to take "No" for an answer, but of being sure that the householder is not answering before he knows what the visit is about. Perhaps, in the mind of the householder you are just another salesman, or he may know you are one of Jehovah's witnesses but his mind has been poisoned against the work because of misrepresentation. The need to ascertain why one is not interested is thus seen in order to know how to approach him and remove the objection. One might answer such a remark in this manner:

3 "But surely you are interested in the Bible, and that's why I'm calling—to further acquaint you with the good things contained therein. You are interested in the security of your home and family. And no doubt world events, perplexing as they are, have caused you to wonder what chance there is for security and peace in the world. The Bible holds out a hope; and that is the purpose of my call, to point out the importance of gaining an understanding of the Bible and thus learn the way to gain God's favor. If we have this, we can be certain of his protection and salvation. You want to learn about this, I'm sure; and to aid in this regard, I would like to show you this book which is a great aid in studying the Bible. Let me show you some of its features."

4 In the case of some who are prejudiced and have based their erroneous conclusions regarding Jehovah's witnesses on false testimony, one might tactfully draw out the objector and find out why he does not like the work of Jehovah's witnesses. Frankly and sincerely ask him: "What is it about our work that you object to? I am very much interested in your opinion." In this manner the sincere person will express himself, and an opportunity will be presented to tactfully refute the erroneous conclusions. Care should be taken to avoid closing the mind of the individual with dogmatic refutation. It is best to establish common ground immediately, and then as quickly as possible let him see that, despite all that he has heard about Jehovah's witnesses and their beliefs, they are following the teachings of the Bible and are endeavoring to apply the principles of truth and righteousness contained therein. Honest persons will not object to this practice.

5 The circumstances will always dictate how one shall proceed after he has taken the initial steps to overcome this particular objection. Hence, the publisher will need to be alert and be ever ready to help those with whom he comes in contact to grasp the truth and learn of Jehovah and his purposes.

1951 District Assemblies

Stimulating Sessions Spur Works of Praise

1 "The three days went by so quickly," "So much wholesome instruction was given!" "The assembly has given me renewed determination," "Certainly, these assemblies are Jehovah's provision." These are but a few of the many thousands of expressions made in appreciation of the eight recent district assemblies of Jehovah's witnesses.

2 Yes, we have good reason to be grateful. Just review the timely instruction that we received. Much good counsel was given on Magazine Day activity, appreciating and using the *New World Translation*, and how to reach and maintain our 34 per cent increase. Pioneering was shown to be the ideal life as we rapidly approach the new world. The information on divine healing and keeping the organization clean and wholly devoted to Jehovah's service was deeply appreciated. Then, too, our responsibility as servants and publishers to maintain a blameless ministry was clearly outlined. Thus, with our minds braced up for activity, all of us together will push ahead faithfully in order to complete that tested quality of our faith.

3 The high point of each assembly was Sunday's public lecture, "Proclaim Liberty Throughout All the Land." The combined attendance of the eight assemblies for this main event was 93,305. This is a decided

(Continued on page 3, col. 1)

YOUR SERVICE MEETING

Personal preparation and organization of one's own affairs is necessary to get the most out of the time and energy spent in Jehovah's service. This is emphasized by the apostle Paul's words recorded at 1 Corinthians 9:26, NW, "The way I am running is not uncertainly; the way I am directing my blows is so as not to be striking the air." The following demonstration is to show by contrast the need for personal advance preparation and organization in order to accomplish the most good while in the field service. Time: 15-20 minutes.

SCENE ONE: In the home of a family of publishers. (4 minutes)

It is Sunday morning and the parents are getting the children up to go into the field service. It is rather late, none seem to know where their literature cases are, the parents are scolding, all is in a state of confusion, no one seems to know where anything is, and each one expects the other to get it. They hastily try to get organized, find they have none of the latest literature, magazines, territory, etc., but decide to go out anyway, though poorly equipped, too late to meet the group, some without breakfast, and no consideration of the daily text, etc. Of course, under such circumstances they will not stay very long or accomplish much in territory coverage or give an effective witness.

SCENE TWO: In a well-ordered home of publishers who believe in being prepared and ready for the service. (If necessary, the same publishers used in Scene One may be used in this scene. 4 minutes)

It is early evening before the service meeting. The parents have their children get their literature cases, and they proceed to make a list of the things they will need to get at the Kingdom Hall for the week-end service, such as a supply of latest magazines, current literature offer, a Bible for a back-call, report slips, house-to-house records, and check to see if they have enough territory, etc. Thus, with an eye on future service, they prepare in advance, so when Sunday morning comes they will be fully equipped for field service.

SCENE THREE: In the well-ordered home, early Sunday morning before leaving for the territory or group contact point. (7 minutes)

The family is gathered together after breakfast, they are just concluding the discussion of the daily text. Then they proceed to prepare a testimony (under direction of the parents) that they can use in presenting the current literature offer. An appropriate paragraph in the book is selected for use in showing the people the value of the book as a Bible study aid. Thereafter, fully prepared, organized and with their literature cases and territory, all leave joyfully for the field service or contact point.

General Points

In all of this do not overdo the wrong way and lose the point of instruction, namely, personal organization and advance preparation for the field service. While the above demonstration illustrates a family scene, the points brought out should be such that they could apply to all publishers, and from which all can profit. By applying the above counsel, publishers will be in a better frame of mind to accomplish the ministry. They will be fully equipped, able to stay in the field longer without wasting valuable time. So doing all will be running in a "certain" manner, not striking the empty air with what could be telling blows in field service.

1951 District Assemblies (*Cont'd*)

increase, to compare with 66,350 for 1948 and 85,441 for 1949. Also, 2,006 persons symbolized by baptism the dedication of their lives to Jehovah's service. (Servants, remember to post this baptism date on the Publisher's Record card of those publishers baptized.)

[4] Not only Jehovah's witnesses were served by these assemblies, but many additional persons of good will were witnessed to by publishers en route to and from the assemblies, and more especially in the assembly cities. Now that this interest has been found, we must diligently care for it by calling back soon and starting home Bible studies.

[5] To the extent that we apply the sound counsel received at these assemblies, we will show our appreciation to Jehovah for this grand provision of his. With grateful hearts and renewed strength received from these fine assemblies, all publishers are determined to steadfastly press on with the work of 'proclaiming liberty throughout all the land' in their respective home territories.

Selective Service Memorandum

There is being sent with this *Informant* to each company and to each male pioneer in the United States one copy of a printed Memorandum in Reference to the Classification of Jehovah's Witnesses Under the Selective Service Act and the Selective Service Regulations. GOOD CARE SHOULD BE TAKEN OF THIS MEMORANDUM, AS ONLY ONE COPY CAN BE FURNISHED. It should be read and considered by each man who registers or has registered with a local board and who desires to assist his local board in following the law.

Conscientious Objection

Any one of Jehovah's witnesses as a registrant in the draft who has been induced to waive his claim of being conscientiously opposed to participation in war should write to Hayden C. Covington, 124 Columbia Heights, Brooklyn 2, New York, giving a complete report, including local board number, history of classification, and the name of the person who induced him to relinquish his conscientious objection claim, as well as the date and place.

New Talks for Circuit and District Servants

Starting September 1, 1951, the circuit servants will deliver the new public talk "With All Thy Getting Get Understanding" when they visit the companies in their circuits. After the above date the new talk will be used in every company. "Security in a Troubled World" is the title of the district servant's new talk. This too will be used after September 1, 1951. Presently assigned talks will be used until that date. Handbills and advertising material should be ordered accordingly.

34 Per Cent Goal 144,913
UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

May Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	281	129.2	54.4	7.4
Pioneers	6,405	92.4	30.2	5.4
Co. Pubs.	117,440	8.0	3.0	.5
Total Pubs.	124,126			

Public Meetings Held: 5,426

"Life-giving Knowledge" Testimony Period

Share in August's Activity

The woeful cry of the people today is for life. How are they to find it? If the declaration of Jehovah holds true that "my people are destroyed for lack of knowledge", then the converse must be true, that the people will be saved and preserved alive by the possession of knowledge, life-giving knowledge of Jehovah God and of his Son Christ Jesus.—John 17:3, *NW*.

The greatest service any man, woman or child could possibly render to humanity today is to dispense freely the knowledge of God and encourage all those who are "sighing and crying" to make a personal study of the Bible, the source of life-giving knowledge. During August Jehovah's witnesses will continue to serve people everywhere by offering the Bible study aid *"Let God Be True"* and a self-covered booklet, on a 35c contribution. The weather this month continues to be favorable for working rural territory, so well-planned efforts should be made to really witness in such areas. With the groups starting early and taking lunch with them, a full day of service can be spent among people in these areas, serving them life-giving knowledge. Where possible, plan public meetings in conjunction with rural activity. Companies not having rural territory can concentrate on city territories needing attention.

Many newly interested ones have acquired life-giving knowledge through a study of *"Let God Be True"*. They are familiar with its contents, appreciate its value and are in position to tell others. Often all that is necessary for them to join in rendering sacred service is a loving and tactful invitation from you to engage in the service that leads to life.

But to really serve people with life-giving knowledge means more than just placing a book. Keep a record of all placements so back-calls can be made, with the goal of starting studies in mind. If placements are made in isolated territories where it is difficult to call back, then when placing the book spend time to explain how they can study it themselves. With everyone following these suggestions the crying need of many individuals for life-giving knowledge will be satisfied.

Correction on June 1 and 15 *Watchtowers*

The June 15 *Watchtower*, on page 384, outlined study material for July 15, 22 and 29. It should have assigned material for only July 22 and 29, as July 15 study material is given in the June 1 *Watchtower*. Hence for the week of July 22 company groups should study from the June 15 *Watchtower* the articles "The Place of God's Word in Our Lives" and "Free Moral Agency and the Word", and for the week of July 29 the entire article on "The Spirit, the Organization, and the Word". Announcement of this correction should be made at company meetings prior to July 15. Also, the June 1 *Watchtower*, on page 352, and the June 15 *Watchtower*, on page 384, listed *"This Means Everlasting Life"* for use in the field during July. This has been changed to *"Let God Be True"*.

FINAL REPORT 1951 *Watchtower* Campaign

Languages	Watchtower	Awake!
English		
From U. S. Branch	171,058	48,188
Other Branches	42,900	17,131
Arabic	648	
Greek	582	495
Italian	2,393	
Polish	1,282	
Russian	412	
Slovak	243	
Spanish	14,066	7,766
Ukrainian	620	521
FINAL Totals:	234,204	74,101

Total rec'd at B'klyn:	308,305
Last year's total:	276,336
Increase:	31,969

According to the field service reports turned in by U. S. publishers, a grand total of 222,744 subscriptions were obtained during the four-month campaign. This is 2,744 over our quota of 220,000!

COMPANY ORGANIZATION

The Accounts Servant

[1] To insure that all money belonging to the company is properly used to further Kingdom interests, an accurate record of accounts must be kept. The accounts servant is appointed to do this. The Society has furnished a simplified accounts system in order that the accounts might be kept orderly and properly.

[2] It is the duty of the accounts servant to see that a contribution box is provided at all company meetings. This includes all company book studies and public talks. Contributions thus received are noted on a Receipt form and entered on the Accounts Sheet under Company Cash, Receipts, column 1.

[3] All money received for literature and magazines by both the stock and advertising servants is to be turned over to the accounts servant at least once each week. In turn, he will give them a Receipt form and enter the amount of such money on the Accounts Sheet in the proper columns. (Literature Receipts, column 3; Magazine Receipts, column 5)

[4] The accounts servant will receive all subscriptions for *The Watchtower* and *Awake!* He will carefully check each subscription for proper address, legibility and proper remittance. These are then recorded on the Subscription Record Sheet in duplicate. The original, along with covering remittance and subscription slips, is given to the company servant for checking and forwarding to the Society, and the duplicate is kept in the company's file. Money for subscriptions is entered on the Accounts Sheet under Subscription Receipts, column 6.

[5] For the purpose of checking and auditing, the accounts servant will keep a "Hold file" and a Permanent file. Into the "Hold file" go all invoices, duplicate copies of remittance forms, Literature Credit Request forms, labels for magazines received and any other information you expect to appear on your statements. After all information is checked against your statements and found to be correct, then transfer such to the Permanent file, which is to contain all forms and statements relative to the company accounts. These will then be kept for seven years, in accordance with the Statute of Limitations.

[6] At the end of each month all accounts are to be balanced, and money received for literature and magazines is to be sent to the Society, using the regular remittance form along with a covering check, money order or bank draft, etc. The accounts servant will not make payment on any bill unless it is first approved by the company servant. The company servant will check, sign and mail all remittances.

[7] Finally, the accounts servant is to make a report to the company on the condition of the company accounts at the first service meeting of each month. This report must be in writing and contain the standing of the Company Cash, Literature and Magazine Accounts, and must be signed by the accounts servant and put in the Permanent file. With the accounts servant thus diligently caring for his duties and working along with the rest of the servants and publishers, local Kingdom interests will be advanced, to the praise of Jehovah's name.

INFORMANT

AUGUST, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

"Life-giving Knowledge" Testimony Period

All Work Together to Extend Essential Knowledge in Every Manner

By Rural Activity and Public Meetings

[1] Instead of the distracting and deceiving propaganda put forth as knowledge by this present system of things, it is the taking in of the soul-satisfying knowledge of Jehovah and his Son, Christ Jesus, that means everlasting life. (John 17:3, *NW*) Just as Jehovah sent his Son to bear him witness, so now he sends forth his witnesses to carry this life-giving knowledge to everyone, that they might exercise faith in him and not perish at Armageddon.

[2] During August we will give everyone the opportunity to gain this life-giving knowledge by presenting afield the book *"Let God Be True"* and a 32-page self-covered booklet, on a 35c contribution. While the weather is favorable continue to expand the coverage of territory to the rurals and outlying sections so that none are missed. Hold outdoor public meetings where advantageous. Locally arrange for house-to-house, store-to-store and street witnessing so all can join in spreading the knowledge that means everlasting life. With the servants planning and taking the oversight, the activity of the company should run smoothly. Publishers, remember to keep a record of the names and addresses of interested persons in order that you can call back. Your calling back will show that you are sincerely interested in their gaining life.

By Back-Calls and Home Bible Studies

[3] In what better way than through back-calls and home Bible studies can you insure that those of good will are going to take in the life-giving knowledge? These sheep must be fed. It is our privilege to do it. If we find them in isolated territory, it would be well to take time to show them how to use the book themselves in home Bible study. However, make a real effort to personally call back on all who obtain literature and inquire if they 'understand what they read', thereupon making a sincere and determined effort to start a home Bible study with them. Thereby they will be enabled to accurately take in the knowledge that leads to life.

[4] By working through the company book studies in evening back-call work arrangements can be made to give personal help to the new publishers in this feature of the work. Every publisher should endeavor to conduct at least one home Bible study. Perhaps a demonstration can be put on the service meeting program to show how to tactfully turn a back-call into a home Bible study. The object of each Bible study is to equip interested persons with knowledge to serve Jehovah; so, keep service prominently before them as you conduct the study. By encouraging them to witness to their acquaintances you will start them to pass on knowledge.

By Training and Assisting New Publishers

[5] Knowledge of Jehovah also includes instructive counsel on how to effectively serve him. The thousands of new publishers who have recently joined our ranks must become regular and mature ministers, able to teach others also. Since many of them came into the truth by studying the life-giving knowledge contained in *"Let God Be True"*, they should have little difficulty talking about it to others. Publishers, before taking these new ones into the field, help them prepare a testimony to use at the door in presenting the book. Show them how to keep a record of all the interest found, and, when necessary, go with them on their back-calls and assist them in starting home Bible studies. Complete your work of teaching.

[6] Never should we lose sight of the fact that in this manner Jehovah purposed to 'teach the meek his way'. Exercise love and patience as we press on together in this life-saving work. Help not only those whom we contact in the field, but, with even more good reason, those who are our brothers. So doing, we will maintain our present gains in publishers and insure Jehovah's blessing for future increase. In all this Jehovah is to be praised, for it is his unselfish arrangement to extend life through his Son to all those who now take in life-giving knowledge.

"Let Us Press On to Maturity"

Perceptive Powers Trained Through Use

[1] In the May *Informant* appeared this statement: "The mature servants and those just learning the pure language will together 'call upon the name of Jehovah' and serve him with one consent." How can this good end be successfully accomplished? First, all must learn the pure language. This requires regular study and diligent use of the things learned. From the fundamentals of the language, the publisher must advance to maturity so that he can speak the pure language fluently. It is the mature publisher who stands the best chance of squarely meeting the issues and trials of these critical

(Continued on page 2, col. 1)

Actual-Count Stock Inventory

Two Stock Inventory forms (S-7) are being sent to each company and pioneer with this *Informant*. An actual-count inventory of stock on hand is to be taken on March 1 and September 1 of each year, as stated in paragraph 120 of *Counsel on Theocratic Organization for Jehovah's Witnesses*. The count of your inventory taken on September 1 is

(Continued on page 3, col. 1)

"Press On to Maturity" *(Cont'd)*

times and overcoming them faithfully. Mature knowledge and understanding of the truth or pure language is our safeguard.

[2] There is, then, a great need now for helping the many thousands of new publishers, who, in recent months, have joined our ranks, to grow to maturity and become adept at using the pure language. This will take time and effort, but then, we are commanded to "work what is good toward all, but especially those related to us in the faith". Such time and effort will be well spent. It will produce a mature body of ministers doing Jehovah's service "with one consent".

How to Acquire Maturity

[3] Since "a pupil is not above his teacher, but everyone that is perfectly instructed will be like his teacher", it is imperative that every Kingdom publisher "pay constant attention" to his teaching. (Luke 6:40, *NW*) See that your Bible studies are lively and interesting. Strive to give sound instruction to these many new ones. Having taught them the "elementary doctrine about the Christ" kindle a desire in them to speak the truth to others. When taking them into the field service, help them develop a pleasant and appealing testimony. Set a proper example for them.

[4] Additionally, the company meetings are the Lord's provision through his organization for aiding publishers and people of good will to progress together to maturity. That is why it is necessary for company servants to try to make the meetings full of instruction. Servants, face the weak points in your company's service, determine how to overcome them, and at the meetings suggest workable means to remedy them. Let the meeting serve to encourage and train the publishers for the ministry. Brothers, when you are assigned a part on the program, prepare well; do your best. Make it practical and instructive.

[5] Publishers, it is in your life's interest as well as those of persons of good will to attend all meetings. Therefore, see that the newly interested are invited and brought to the meetings to receive and profit by the counsel and training given. If you feel timid and backward about preaching, then make an effort to openly express the pure language at the various company meetings by commenting in answer to questions. Use the truths you learn in study. Make them a usable part of your pure-language vocabulary. If you don't, the results may prove disastrous. To illustrate. One not using a language for a period of time risks losing even that which he knows, but if it is used by him, he becomes fluent. So it is with the truth or pure language. Those who are diligent in studying and speaking the truth in meetings and field service are the ones who are seen to grow to maturity. They are, as the apostle Paul said, "Mature people . . . who THROUGH USE have their perceptive powers trained." (Heb. 5:14, *NW*) Train your perceptive powers by using the things learned. Doing this will have a wholesome effect on everyone. All will, as a result, become more qualified to teach.

[6] Don't be content to just "get along" in the ministry. Rather, seek to excel. "Press on to maturity." Advance from the elementary doctrines of the truth, such as, repentance, where the dead are, baptism, Armageddon, etc., to more meaty things. Become well-balanced teachers, with a mature knowledge of truth from which strength can be drawn and understanding imparted to others whom you teach. Make disciples of people of all the nations. Set an example of maturity for them. Unselfishly "strengthen the weak hands, and the tottering knees make firm". Study with them, take them to our meetings and into the service. Thus doing, the mature servants and those just learning the pure language will together 'call upon the name of Jehovah' and serve him with one consent.

Presenting THE GOOD NEWS

To a Hell-Fire Believer

It will require tact and good judgment by Jehovah's ministers to appeal to the minds of those who believe in the hell-fire doctrine. Some will exercise a reasoning attitude, while others will exhibit a fanatical disposition when approached on the subject. Therefore our presentation must be governed to a great extent, not only by what we say, but *how* we say it.

For instance, you are calling on a householder and presenting the book *"Let God Be True"*. Upon opening the book to the table of contents to show the various subjects treated in the book, the householder notes the subject on "hell", and inquiringly asks, "I understand you people *do not* believe in hell, is that true?" Calmly and considerately you can then suggest turning to the chapter on "Hell, a Place of Rest in Hope", and note a few points discussed in a paragraph or two to establish the correct Bible viewpoint on the subject. After satisfactorily answering the controversial question, the person can then be encouraged to learn further by procuring a copy of the book.

On the other hand, fanatical hell-fire believers who are informed of our disbelief of such doctrine usually confront us with the outburst: "You people don't believe in hell! I don't want to have anything to do with you! etc." Do not counter-charge or retort with any rash statements. Instead, with calmness you might answer like this: "But I do believe in the hell mentioned in the Bible. When the scripture at Acts 2:31 states that Jesus went to hell when he died, and arose out of hell the third day, I firmly believe that truth. However, the question that enters my mind, and no doubt yours also, is, If hell is a place of fiery torment reserved for only the wicked, then what was Jesus doing there? I am sure we both agree that, according to the Scriptures, Jesus was perfect and without sin, and therefore that would be no place for him to be. Likewise, is it not true that no one can ever come out of hell, according to popular religious teaching? And yet, Jesus did come out of hell the third day when he was resurrected. Logically, then, the hell mentioned in the Bible and which Jesus went into could be nothing more than the grave." Then sidetrack this controversial subject to a Kingdom witness. Show how Jesus, after his resurrection and ascension, sat down at his Father's right hand and awaited the due time to establish Kingdom rule and its blessings. Only after a proper frame of mind has been established would it be wise for the publisher to return to a further discussion of the "hell" subject.

Never be rash or use cutting remarks toward those who oppose themselves. Instead, be kind and considerate, always using tact in presenting the good news. Unquestionably, it will result to Jehovah's honor and praise.

Offers for Coming Months

October: *Awake!* campaign
November: Three bound books

Publications Now in Stock

Can You Live Forever in Happiness on Earth? —Italian
The Kingdom Hope of All Mankind —Polish
The Joy of All the People—Tagalog
Can You Live Forever in Happiness on Earth? —Ukrainian

YOUR SERVICE MEETING

In times past, Jehovah's witnesses have had the privilege of witnessing before many authorities of the land. By contending for our rights from the police court right on up, we have succeeded, by Jehovah's undeserved kindness, in building a mass of precedent to protect our legal rights. However, the battle to keep the way open to preach the good news is not over, for the enemy is constantly striving to break down that which has been built up. This demonstration, therefore, is for the purpose of showing the need of preparedness when accosted by local policemen.

SCENE I: (4 minutes) An unprepared publisher is doing street magazine work. He is accosted by a policeman and, after a brief discussion, is arrested.

The publisher, not having studied *Defending and Legally Establishing the Good News*, is found standing in front of a store window. The policeman approaches him and explains that the manager complains that he is blocking the view and blocking the traffic, and wouldn't he please move out to the curb. Immediately the publisher becomes excited, firmly announcing that he will not move and that he will stand on his constitutional rights. He quotes such scripture as "We must obey God rather than men" and denounces man-made laws. The patient policeman tries to reason with the publisher, but finally loses his composure and gruffly places him under arrest.

SCENE II: (6 minutes) A well-prepared publisher is standing on the street and he too is accosted by an officer. After a calm discussion, he agrees to go down to the station and have a talk with the desk sergeant.

This publisher, having studied the legal booklet, is standing near the curb away from the store windows and traffic. While he is energetically presenting the magazines to passers-by, the officer approaches him and informs him that because of complaints raised, he will have to cease his work there. Calmly, the publisher suggests that perhaps the officer and complainants were misinformed concerning the legality of his work. While saying this, he brings out his copy of the legal booklet. He explains that there have already been a number of similar cases, and he points to a few of them in the legal booklet. The policeman is somewhat taken aback and seems a little uncertain of himself. The publisher further points out that as long as he is not blocking traffic or disturbing the peace, there certainly could be no valid objection to his being there. The publisher, being calm and sure of his legal standing, has partially convinced the policeman of his right to be there. But the officer is under orders, so he asks the publisher to go to the station with him and explain that to the desk sergeant. To this the publisher agrees.

SCENE III: (10 minutes) The publisher and the policeman are talking to the desk sergeant.

The policeman explains that this is the person against whom the complaint was registered, but after talking to him, he isn't sure that the publisher is doing anything unlawful. The desk sergeant then asks the publisher the nature of his work. Using the information on pages 7, 24 and 87 of the booklet *Defending and Legally Establishing the Good News*, the publisher shows exactly what he was doing, why he was doing it and the Scriptural backing for it, and how he is trained to do it properly without creating a disturbance or violating the law. The desk sergeant raises three objections, which are answered by referring him to the court decisions listed on page 36 and in the appendix. The desk sergeant then agrees that the publisher should be released without charges being filed, and he returns to his street corner to resume his Kingdom service.

Stock Inventory (*Cont'd*)

to be recorded on these forms accurately and completely. Send the original to the Society no later than September 5, and retain the duplicate for your files.

List on this inventory only literature that is usable in the field, literature that is clean and in good condition. Note on the inventory form the title of any literature of which you have a large supply in stock. Foreign literature should also be listed; however, do not include the value of foreign literature received *free* from the Society in the Total Value of Literature on Hand.

The TOTAL VALUE of the completed inventory will include the total value of literature on hand, amount of cash on hand (book money), and the value of literature held on credit by the publishers, if any. The company servant should check with the stock servant to see that the inventory is properly taken, and give him help if necessary. The results of this inventory and the latest statement of the company's indebtedness to the Society should be read to the company.

Use Your Booklet Stock

Due to the prevailing paper shortage, the Society has had to curtail the printing of English booklets. However, according to the stock inventories of September 1, 1950, ten million booklets are in the hands of companies and pioneers, therefore it is advisable to draw from this reserve. Circuit servants should take note of the supplies of booklets in the companies which they serve and if possible arrange for a redistribution of booklets. Where one company is overstocked and another needs them, a transfer should be made by the companies involved. Listed below are the booklets the Society has in stock and which you may order if needed:

Fighting for Liberty
on the Home Front
God and the State
Religion Reaps the Whirlwind
Evolution versus The New World

In view of the paper shortage, companies and pioneers should order no more than a one-year supply of any FORM. When an order is in excess of a one-year supply, the Society will reduce it to prevent an overstock. For example, consider the new Accounts Sheet (SC-8). Large companies will seldom use more than one form a month, while smaller companies will use one form every two months, so 15 would be an ample supply for one year. When it is necessary for the office to change the quantity ordered extra time is taken here in handling orders and also an adjustment in your remittance and in your company account is required. Use discretion when ordering forms.

10c *Yearbook* Clearance

We have on hand several thousand copies of the 1951 *Yearbook* containing interesting and instructive information and the daily texts for this year. Companies may order from the Society at 10c per copy, and the *Yearbooks* will in turn be available to company publishers at that rate or free to pioneers. Companies will receive a credit each month for those placed with pioneers. This is an excellent opportunity for back-calls, home Bible studies and new publishers to obtain them at this reduced rate. Check with your company publishers and pioneers in your company as to how many each one would like to have. Then place the order with other literature. Your prompt orders will be filled as long as we have stock.

Remaining Fearless to the Accomplished End

Use *"Let God Be True"*

To be fearless means to put our complete trust in Jehovah: to enter into the truth, the commands, the service and the love of God with all we have. If we do this we can say, "God is our refuge and strength, a very present help in trouble. Therefore will not we fear, though the earth be removed, and though the mountains be carried into the midst of the sea." (Ps. 46:1, 2) Knowing we have His never-failing strength with us we can and will remain fearless to the accomplished end.

Fearlessness is also required of the other sheep. Yes, they too must be strong-hearted. To start them in the right way we must disclose and demonstrate the faith we have, the prospect before those serving Jehovah and the unlimited power with which he backs them up. This will move them in the direction of faith in God and trust in his almighty power for the realization of their fondest desires. That is why we will work with enthusiasm during September while offering *"Let God Be True"* and a 32-page booklet, on a contribution of 35c. If you do not have *"Let God Be True"*, then use another book of which you have an excessive supply.

Our activity in September, first month of the new service year, will be to concentrate on aiding the newly interested ones into service. It will be easy for such to join with us in door-to-door work and in calling back on the many new subscribers and literature obtainers. Help them get the full benefit from the publications by discussing their contents and arranging to use them to conduct home Bible studies. Then as these too become new publishers, help them to become efficient, mature ministers by taking them with you into the field and to the Kingdom Hall. Here they will meet others who, like themselves, are doing this work. Seeing the fearless organization of God in action, they will take courage and remain fearless to the accomplished end.

34 Per Cent Goal 144,913
UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

June Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	262	133.3	55.1	7.6
Pioneers	7,046	92.6	32.0	5.4
Co. Pubs.	118,399	8.5	2.9	.5
Total Pubs.	125,707			

Public Meetings Held: 6,119

1951 Catalogue

We have recently printed one-quarter million copies of the new 1951 Catalogue, brought up to date by including within its pages a brief description of the current Bible study aids available from the Society. It is provided for your aid in spreading forth the pure language. Left with those showing a hearing ear, it will direct them to publications containing life-giving information.

In the magazine activity, in house-to-house work, advertising the public talk, on back-calls or at home Bible studies, in fact, always have some with you to leave with persons righteously disposed. Yes, in all avenues of the Lord's service, the Catalogue is of real value in pointing the way to knowledge and understanding. Order from the Society, at 50c per 100. Use them well.

Picture Post Cards

The Society now has in stock color post cards, which are similar to the ones released at Yankee Stadium, with new scenes of Gilead and of the factory. Sets of 10 post cards have been prepared, with each set consisting of 4 pictures of Gilead, 1 of WBBR at Staten Island, 3 of Bethel, 1 of the Bethel Kingdom Hall, and 1 of the factory.

The cost of the post cards is 25c per set of 10, or $2.50 for 10 sets. Please order in multiples of 10 sets only: 10 sets, 20 sets, etc. All publishers associated with a company should order through the local company, as this saves the Society time and expense in handling orders. Since these are Cash Items, a covering remittance must accompany each order.

Convention Reports

A limited quantity of the report on the 1950 international convention is still on hand. These may be obtained at the reduced rate of 15c per copy.

COMPANY ORGANIZATION

Advertising Servant

[1] Organizing and arranging for advertising the Kingdom message throughout the company's territory is the responsibility resting upon the advertising servant. By being an exemplary, zealous advertiser himself and arranging the advertising activity so everyone in the company can have a part in it, the Kingdom message will be made known throughout the territory for a blessing to people of good will.

[2] A zealous advertising servant will be in the forefront of magazine activity, diligently advancing the use of the *Watchtower* and *Awake!* magazines. Complete organization is very necessary so that on Magazine Day all in the company may enthusiastically engage in magazine distribution from store to store and house to house. Advertising servants would do well to organize work in their territory in harmony with the suggestions given at the recent district assemblies.

[3] Territories for street-corner and store-to-store activity will be made up and issued by the advertising servant. When house-to-house territory is worked on Magazine Day, the advertising servant can obtain regular territory cards from the territory servant and return them when completed. Territory completely covered with magazines is to be counted as territory worked, and should be reported to the territory servant so his territory records will be complete.

[4] In order to know how many magazines to order from the Society, he will ascertain the needs of each publisher and order accordingly. Publishers should regularly take the number of magazines they order. The company servant should be advised when to increase or decrease the order for magazines during campaigns. When magazines are received from the Society, the advertising servant will count them and inform the accounts servant of the issue and number received. Money for magazines placed with publishers will be turned over to the accounts servant each week.

[5] Public meetings deserve much advertising. Usually this will be worked in with street work and regular service activity. Handbills and placards should be used whenever possible. Where window space is available at the Kingdom Hall, the advertising servant will keep a neat display in the window. It should be changed from time to time, at least once a month, so it will always be clean and attractive.

[6] Advertise! Advertise! Advertise! is what Jehovah commands his people to do during these last days. By the advertising servant's taking the proper oversight of his duties, the Kingdom message will be advertised throughout the territory.

INFORMANT

SEPTEMBER, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

Remaining Fearless to the Accomplished End

All Move Forward into New Service Year

Systematically Aid New Publishers in the Field

[1] To conquer the cruel and mind-enslaving force of fear, Jehovah has given us the most powerful weapon in the world. This is the mighty "sword of the spirit" which is able to give us a defense that is better than any carnal weapon. This sword, or the Word of the Lord, "is alive and exerts power" and "is able to discern the thoughts and intentions of the heart". Those who go to it for guidance and search diligently in it for knowledge will be blessed by the Lord's spirit with understanding. Because this has been proved true with all of the Lord's servants, the psalmist rightly and confidently proclaims: "God is our refuge and strength, a very present help in trouble. Therefore will not we fear, though the earth be removed, and though the mountains be carried into the midst of the sea."—Ps. 46: 1, 2.

[2] Understanding is what infuses us with fearlessness. Confidently we go forward in our work of preaching the *good news, though the forces of* this entire world be against us. There are many more of the Lord's other sheep that need to be found and fed, and we do not cower in fear at what may seemingly be impending. Rather, we go confidently forward in the strength of Jehovah. Fearlessly we enter the new service year, and we will work unitedly with our brothers world-wide in presenting the campaign offer for the month. In the United States this will be *"Let God Be True"* with one self-covered booklet, on the contribution of 35c. If you do not have a supply of *"Let God Be True"*, then use any of the other older books of which you may have an excessive supply.

The Mature Help the Weak

[3] Although we will make appro-

(*Continued on page 3, col. 3*)

Washington, D. C., Convention

Immediate Plans Necessary

Our hearts were joyful as a result of the "good things" received at the district assemblies. But here is something more: an opportunity to receive greater provisions at the assembly the Society's president announced (at Gilead graduation) for the week end of October 12-14, 1951, at Griffith Stadium, in Washington, D. C.

A number of brothers, including the president, will be back from London and other European assemblies, and will have information we will be eagerly awaiting. The new London releases will also be available. All who can attend are invited and encouraged to make every possible effort to take advantage of this provision of Jehovah.

Now is the time to begin arranging your affairs in order to attend. Immediate and definite plans will have to be made, as the time is limited. Check on transportation facilities and schedules, fill out the Room Request forms promptly and accurately and mail them to the Convention Committee. (Company servants should take up and discuss thoroughly the instructions attached to the form. Additional forms can be ordered from the Society.) Enthusiastically invite all persons to have a share with you in this bounteous feast of Jehovah's pure language. All mail regarding this convention should be addressed to the Watchtower Convention Committee, in care of the proper department (rooming, volunteer service, installation, etc.), 817 A Street NE., Washington 2, D. C. Remember, if you write for rooms, please accept and occupy them.

Pioneers on the list prior to May 1,

(*Continued on page 3, col. 1*)

The London, England, International Assembly

To the great Wembley Stadium they came, thousands of them, from forty nations, eagerly, knowing that their days together would more than justify all the expenditure of effort, time and resources they made to be in London on the first five days of August. And why not? Had they not received through the organization of the new world society an invitation to back up by their presence a theocratic assembly? Important were previous Christian conventions in London; of outstanding importance they knew this one would be.

And it was! In its title is seen its theme: "The *Clean Worship* Assembly of Jehovah's Witnesses." Assurance, optimism, encouragement, these prevailed throughout the program. Practical were the many features relative to meetings, conduct, organization, ministry. Thrilling were the many reports from countries of Europe, Africa, Asia, the islands, the Americas. Vital were the spiritual truths set out in clarity for the first time. Devastating to demon religion was the resolving of the issues in the current fight to the finish between true and false worship.

Upward of 20,000 were in attendance on Wednesday, opening day. Meetings were scheduled in many languages other than English throughout the five days. Brother N. H. Knorr's first discourse was on Thursday afternoon. His subject: "Confidently Facing the End," and at its conclusion he released four splendid little tracts, briefly outlining their use.

The immersion was held Friday forenoon in a beautiful lake, and 1,123 were baptized. Friday's program included a discourse on "Baptism for Salvation and Fire Baptism", correcting our viewpoint of scriptures involved. "Making Your Mind Over for New World Living" was Brother Knorr's subject Friday evening, and he spoke Saturday afternoon on "The Triumph of Clean, Undefiled Worship", to 22,-

(*Continued on page 2, col. 1*)

International Assembly *(Cont'd)*

250. Powerful were the truths set out, and the conventioners were overjoyed when at the conclusion of his talk on Saturday Brother Knorr released A NEW BOUND BOOK: "What Has Religion Done for Mankind?" Yes, the London convention was one of "firsts" in many ways.

Comes Sunday, August 5, and the morning sessions were climaxed by a discourse, "Princes Shall Rule in Justice," applying properly the thirty-second chapter of Isaiah. Then the public address, delivered to 36,315: "Will Religion Meet the World Crisis?" And it was in booklet form, released at the conclusion of the speech!

This is such a brief report of the great assembly, but may it further whet our appetites for further presentations of that spiritual food. Yes, the American brothers who went to London were well repaid, as were all in attendance. Perhaps at any future international convention, whenever and wherever that may be, this country of the United States will be better represented.

New Book and Booklet Released!

At the grand and informative international convention of Jehovah's witnesses held at London, England, August 1-5, 1951, the Society released a new 352-page bound book *What Has Religion Done for Mankind?* Additionally, a 32-page booklet, *Will Religion Meet the World Crisis?* was released.

Copies of the publisher's edition, the only edition of this book now available, can be obtained on a contribution of 50 cents each and the booklet at 5 cents per copy. Company servants should ascertain immediately the number of publishers desiring personal copies and then submit an order covering the company's need. Do not order regular editions for use in the field service until advised to do so at a later date.

Symbols for the new publications are as follows:

What Has Religion Done for Mankind?—rm

Will Religion Meet the World Crisis?—wc

Chain Reference Correction

The chain references on the subject "false prophets", in the *New World Translation*, end at Luke 6:26. Actually they should continue on to the one at Acts 13:6, and then on through to the last. Please note, and mark your Bibles.

Presenting THE GOOD NEWS

To the Atheist

[1] Atheism is one of the many means the Devil is using to turn mankind away from the true God, Jehovah. It furnishes an objection that can be difficult to overcome if we are not prepared to meet it. What would you say if someone said to you, "I am an atheist"? Perhaps you could say something like this:

[2] "Well, that is understandable, seeing the condition the world is in and also the hypocrisy of so many who claim to believe in God. Yet, that does not deny the existence of a Creator. Take a little watch, for instance. It could not possibly have just happened, with all its intricate and inter-working parts. It took intelligent minds, the minds of men, to put it together. How much more complex than a watch are the solar system and the universe which run on a much more accurate time schedule than the finest watch! And look at the intricate complexity of all life, plant and animal. Does not that all indicate the presence of a great Mastermind? How could any of these things have just happened, any more than a watch could just happen? Romans 1:19-23 bears this out. And, too, God's Word, the Bible, is an accurate scientific book, referring to many now-known scientific facts that were supposed to have been discovered only in the last few centuries. It offers the only reliable remedy for the world conditions, and condemns hypocrisy. And that is why we are calling, to show the people that remedy, God's kingdom through Christ . . ."

[3] Of course, many atheists will bring up the doctrine of evolution to explain how the universe and man came into existence. Then you might say something to this effect:

[4] "My main objection to the evolution theory is that there is such a lack of evidence to prove it. For instance, prominent evolutionists have admitted that there are a great number of missing links in the chain of life forms from which man is supposed to have evolved. In fact, one of them said that most life forms, fossils of which have been found in various layers of rocks in the earth, have all the 'characteristics of absolute creation'. (See *Evolution versus The New World*, page 17.) But what is even more puzzling is that the first link, where life started, has never been produced. Darwin admitted that the first form of life was probably created. (*Ibid.*, page 18) So if one admits the creation of the first life form, why discount the creation of the others? Incidentally, I have a little booklet here, *Evolution versus The New World*. You would no doubt be interested in what it has to say."

[5] In preaching to the atheist and evolutionist, one must adopt a materialistic approach, and he must point to tangible evidence of the Creator and his creations. He must try to establish confidence in the reasonableness of the Bible. In this way it will be possible to make known the good news to those who are sincere in these beliefs.

Bible Tracts

The Lord through his visible organization is continually supplying us with additional equipment to aid us in our work of preaching the good news effectively. To this end the Society released at the London assembly four Bible tracts dealing with timely subjects. Here are provisions that will prove of real benefit, and they are just what many have been asking for.

These attractive two-color 6-page Bible tracts (samples sent to each company) are so designed as to attract the attention of the people and create a desire to pick them up and read them. The titles are eye-appealing. The material in these tracts is written so as to hold the attention of the reader once he begins to read them. Sufficient meat is contained in them to cause people to think and inquire for further information. Their attention is also called to other literature that can be obtained to increase Bible knowledge. The Bible tracts will fill a great need. Announcement of availability will be made later. Do not order now.

Publications Now in Stock

Can You Live Forever in Happiness on Earth?—Creole, German, Hollandish, Polish, Yiddish

"Equipped for Every Good Work" —French

"Let God Be True" —Malayalam

YOUR SERVICE MEETING

If new and irregular publishers are to make rapid progress and become regular and effective ministers, they must be instructed in what to say and how to say it, given an assignment and shown by example how to carry it out. This Jesus did for his new apostles and disciples. He told them where to go, told them what to say, and set them a proper example in the field. (Matt. 10: 5-7; Luke 4: 43; Luke 8: 1, NW) The following demonstration should show how to follow this Christian example now in helping our brothers become efficient and productive ministers.

SCENE ONE: Early Sunday morning a mature publisher calls for the one with whom he conducts a home Bible study to go in the field service. (4 minutes)

This newly interested one has not as yet engaged in the house-to-house work. Having this in mind, the mature publisher calls early in order that some time can be spent helping the new publisher prepare a testimony to use at the door during the morning's field service. Tactfully he helps him decide upon a point or two in the book that can be used in its presentation. (For example, the need people have for new world conditions described on pages 261-263 of the book *"Let God Be True".*) Thereafter they leave for the field to work in the mature publisher's territory.

SCENE TWO: Both publishers are in the field. (6 minutes)

Mature publisher suggests new publisher accompany him to door for first few calls. Mature publisher makes first presentation, leaving booklet with promise to call back, and then shows the new publisher how to use House to House Record, so he will know where to call back. Thereafter new publisher is encouraged to try the next door alone using presentation previously decided upon at home. He makes presentation, copying mature publisher's example, and, using points discussed earlier, he places book, and gets person's name and promises to call back. This scene should close with new publisher asking mature one to go with him when he makes the back-call.

SCENE THREE: Two weeks later. Both publishers are calling back on new publisher's book placement. (6 minutes)

Before approaching the door they decide to proceed on a definite course in their discussion. They choose to use the chapter "Who is Jehovah?" in the book *"Let God Be True"*. When greeted by the householder, they are asked to step in for a few minutes. After a few friendly remarks, the conversation is directed to the book and it is found that the person has not read much of it but seemed to like it. Since the householder has no Bible question of his own, the new publisher raises the question as to who Jehovah is. This catches the interest of the householder. For the answer, they turn to pages 21 to 32 of the book. The householder makes mention of never having noticed the name Jehovah in the so-called "New Testament", and asks, "Why?" Paragraph 4 is discussed in answer. The mature publisher supports the argument with information found on pages 10-18 of the Foreword of the *New World Translation.* The back-call ends with the householder asking for a copy of the *New World Translation,* and arrangements are made to call back and further consider the book in a home Bible study.

General Points

In these demonstrations strive to make them as natural as possible. The mature publisher should have in mind that he is training a new publisher and should therefore try to make his sample presentation simple and to the point, yet appealing. Publishers receiving assistance should be shown that the object of all our witnessing as respects the sheep is to first find them and then feed them with the message of truth, in the most effective manner.

Wash., D.C., Conv. *(continued)*

1951, will be assisted by the Society by being provided with meal tickets at the pioneer registration desk at the assembly. Do not, however, go to Washington, D. C., ahead of time, unless the Society calls you.

Circuit servants and district servants should keep this assembly before the publishers as they visit the companies and serve circuit assemblies.

Jehovah's blessing has always been upon these conventions which supply us with determination and wholesome instruction. Come fully prepared to attend each session, bring literature for witnessing and bring someone with you to the convention for feasting and service.

Remaining Fearless *(continued)*

priate arrangements for presenting the offer in the field, we will keep in mind a primary objective for the year, that of giving all the help and training we can to those who have just started in the ministry, even as Paul's desire was for the Philippian brothers.—Phil. 1: 8-11, *NW.*

[4] Servants should have an orderly procedure that is streamlined and efficient for assisting new publishers. Here are a few suggestions that can be worked into the system used. First of all, the assistant company servant will need to keep a close check on the Publisher's Record card file and always have available the names of those that have not reported field service during the month. Early in the month, before the fifteenth of the month, and again close to the end of the month, he should furnish a list of those that have not published to the company book study conductors. They in turn can arrange to assist the irregular or new ones to participate in the service. The company servant should keep close check on the system to see that it is effective and results are obtained.

[5] The assistant company servant should also note from his records which publishers are obtaining good results in the field and pass this information on to the conductors. Some of our brothers other than appointed servants are very effective publishers. Perhaps several new publishers can be assigned to these mature publishers selected and each can then be responsible for regularly aiding the new publishers assigned to him in the service.

[6] These extensive arrangements are made that all might be effectively aided to appreciate their privileges of serving Jehovah and enjoy his blessing as they engage in theocratic activity. We are sure all will appreciate the kind assistance given by those who are assigned to care well for the needs of the congregation.

[7] Throughout the year we want to always manifest the unselfish spirit of "one help another" and see that every provision made to insure the well-being of Jehovah's people is used to the maximum. From the time newly interested ones begin to learn of Jehovah until they begin to attend company meetings regularly, participate in the service and grow to maturity, we want to show our love and consideration by giving them a helping hand.

[8] Our commission is clear. We know we have much work before us which the Lord has assigned us to do. Fearlessly we will move forward to perform it until the accomplished end.

Plan to Attend Your Circuit Assembly

Do you want a real treat? One that will enable you, whether a company publisher, servant or pioneer, to better equip yourself for more efficient Kingdom service and to enjoy a greater part in the work of the Lord? Then upon receiving notice from the Society regarding the next circuit assembly in your circuit, start planning for it and be certain to attend! A sure blessing is in store for all who do.

On the week end of August 31–September 2 a new circuit assembly program goes into effect. Changes have been made in the Friday, Saturday and Sunday features. The Society feels that the new arrangement considers and deals very effectively with material important to God's servants during the present time, and encourages all new world servants to feast on this provision of the Lord. The assembly will be very stimulating to persons of good will too, so do not hesitate to encourage them to attend or bring them along if possible.

On the whole, circuit assembly attendance has been splendid in all sections of the United States and the results have been very gratifying. However, a weakness has been noted in the Saturday night meeting attendance in some circuits. This meeting, which has as its purpose the considering and overcoming of circuit weaknesses, has been completely revised, and the district servant, circuit servant, local servants, pioneers and company publishers will share in presenting helpful material on overcoming circuit weaknesses. This will be done by means of talks, pantomimes, discussions and demonstrations. The material to be considered is timely, being applicable to the circuit, and each publisher will derive much practical instruction from it. The Friday and Sunday changes will likewise be appreciated by all.

When you receive the next invitation to attend a circuit assembly in your circuit, plan to attend all three days and be the recipient of rich blessings.

34 Per Cent Goal 144,913
UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

July Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	220	142.7	56.6	7.7
Pioneers	7,490	96.4	30.5	4.8
Co. Pubs.	117,413	9.1	3.0	.4
Total Pubs.	125,123			

Public Meetings Held: 7,556

"The Way of Success" Testimony Period

Awake! Featured for One Month

This system of things and its invisible ruler, the Devil, are opposed to God's will. This opposition is manifest as the masses of humanity vainly struggle for temporary success. Businessmen, clergy, educators and politicians join forces to assure their fellow men a way of security and success. But the reality is that after repeated tries and failures, sorrow, distress and death have always resulted, because this old system of things does not know the way of success.

God's favored people know success lies only with Jehovah God and his Son Christ Jesus. By a study of his Word, the way that leads to life is revealed, and gladly do his servants adhere to it. To do so means not only life for the doer but also the grand privilege of helping someone else to gain life. During October we will make known this positive way of success by presenting the *Awake!* magazine on a subscription basis with three booklets, for a contribution of $1.00.

Awake! suits every sincere person's needs with its answers on government, commerce, religion, history, science and social conditions. Why, its coverage is as broad as the earth and as high as the heavens!

To insure preparedness for this campaign, servants, order needed distributors' copies and subscription slips early. Group witnessing should be organized and territory lined up so that any unworked sections will be covered. Arrange instructive service meetings with practical demonstrations on how to present the offer and overcome objections. Plan to start on the first day of the campaign. Also, remember the new publishers. Aid them to maturity by taking them along into the field. A successful *Awake!* campaign depends greatly upon proper organization. *Awake!* is the magazine for all people. Help others learn the way of success by offering *Awake!* at every opportunity.

COMPANY ORGANIZATION

The Stock Servant

[1] The company stock of books, booklets, Bibles and all other supplies except magazines, is under the supervision of the stock servant. He is to see that there is always sufficient literature on hand to supply the needs of the publishers for the gospel-preaching work.

[2] The stock servant will co-operate closely with the company servant in making out the company order for literature supplies. Frequent orders can be avoided by carefully keeping and checking the Progressive Inventory of stock. It is necessary to post this record only once a month. A separate sheet should be kept for each language.

[3] Stock received from the Society is to be opened and checked by the stock servant against the order and invoice received. If invoices do not check, the Society should be advised of the discrepancy by the company servant within five days after receipt of the shipment. An actual-count inventory is to be taken twice a year, September 1 and March 1; but only on the first day of the service year (September 1) will each stock servant fill out and return the inventory form supplied by the Society at such time.

[4] The stock servant should see to it that the stockroom is open approximately twenty minutes before and after meetings for the benefit of publishers desiring literature and should be on time to care for the publishers' needs. At times it may be necessary for the stock servant to issue a small amount of literature to publishers on credit. However, additional credit should not be extended until payment has been made on the literature previously obtained on credit. Publisher's Order Blanks are used to keep a record of the movement of literature. Money taken in by the stock servant should be turned over to the accounts servant at least once a week.

[5] An estimate of literature needs should be made by the stock servant well in advance of campaigns. Likewise, he should consult with the pioneers on their literature needs when ordering. He will also co-operate with the accounts servant to keep a proper record of literature placed with pioneers and list the totals in duplicate on the Literature Credit Request form. The original, properly signed and accurately checked, will be mailed to the Society and proper credit will be given the company.

[6] With the stock servant faithfully discharging his responsibility in caring for the company stock and publishers' needs, the company organization will function smoothly and effectively to the accomplishment of Jehovah's will and pleasure.

INFORMANT

OCTOBER, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

"The Way of Success" Testimony Period Features *Awake!* for One Month

Fills Great Need

[1] People everywhere are seeking success, but, outside of the truth, they have great difficulty in deciding what constitutes success. To them success means the gratification of some selfish desire of their own without any thought of what their personal success may cost someone else. But meditation upon and observance of the divine Word and law of Jehovah lead to "good success".—Josh. 1: 8.

[2] Pointing the way to "good success" is the mission of the *Awake!* magazine. Recognizing this, in October we will enthusiastically present to the people a one-year subscription for *Awake!* in any one of twelve languages, with a premium of three booklets, on the contribution of $1.00.

Quota and Goal

[3] We are now printing over 870,000 copies of *Awake!* each issue; but, with each one of us meeting the regular subscription quota of one for each publisher and four for each pioneer, its circulation should easily run over the million mark. Think of the expanded witness this would give! Is it not worth it? You know it is. Then let each one of us conscientiously give our all to this witnessing campaign, in order to attain our goal. Be ready to take subscriptions in the store-to-store and street work, on magazine routes, FROM HOUSE TO HOUSE and on back-calls and Bible studies; and don't forget your neighbors and friends. All over, *Awake!* can fill a great need.

Why Present "Awake!"?

[4] The path of the world points to anything but the Bible. Rather it leads mankind away from "good success". Of the magazines on the newsstands, none meets the critical need of the people in this day of crisis. All paint a dark picture without hope. In sharp contrast *Awake!* is not religiously pessimistic. It is realistic and optimistic. True, it exposes the corruption of this present wicked system of things, but, even more important, it presents irrefutable proof of Jehovah's righteous panacea for all this world's ills by announcing the destruction and clearing away of all wickedness and the ushering in of a new world of righteousness.

[5] *Awake!* is not just another magazine but one that the people NEED. It is outstandingly different, presenting untarnished facts and not catering to the lustful propaganda desires of the public to stimulate sales. *Awake!* presents to the people the real issues of the day and points to the sure way of "good success" by ending each article with a word of comfort and hope. It is interesting, instructive and truthful, and maintains a high standard of integrity.

[6] At each service meeting attention should be directed to the current offer as well as the weekly service schedule. Arrange to have lively demonstrations so that all may be stirred to present *Awake!* Use selections from the magazines to show how the contents may be used to best advantage. Experiences may be

(*Continued on page 2, col. 1*)

Change on Book Rate

In view of the rising costs of materials that go into bound books, it seems advisable to increase the rate of contribution to 50 cents a volume. Beginning December 1, 1951, all bound books will be placed with the public at 50 cents a copy (or half of the *Watchtower* subscription rate set by the Society). The company rate on all bound books will be 45 cents and the pioneer rate will be twice the present cost for books used as campaign literature.

All orders invoiced by the Society after November 1, 1951, will be at the new price. There will be no increase in prices of stock on hand held by companies or pioneers. After December 1, whatever stock is on hand will be placed at the new rate. No other changes in prices should be made, on either magazines or booklets.

New Book Distribution

The regular edition of the new book *What Has Religion Done for Mankind?* is ready for delivery, and the new rate, as shown above, will apply to it from the very beginning of shipment from Brooklyn. During the month of December, the new book *What Has Religion Done for Mankind?* and a booklet will be used as the offer, on a contribution of 50 cents. Order your needed supply immediately. (Any booklet of

(*Continued on page 3, col. 1*)

Attend the Convention

Do Not Miss It!

[1] Have you made final arrangements to attend the Washington, D.C., convention? If you have not, you stand to miss what promises to be one of the most blessed assemblies to date. Here is the one grand opportunity to enjoy the unforgettable program presented to the publishers across the ocean. Be sure to be there if at all possible. You will have the chance to hear the same stirring messages that thrilled those attending the conventions held abroad, and this from the lips of the brothers who served on the program, and also reports from the mouths of many of your fellow publishers who were privileged to attend the overseas conventions. You will hear the widely acclaimed public talk "Will Religion Meet the World Crisis?" delivered by Brother Knorr, who will be present at Washington, D.C., to deliver it in person. Reports indicate that there will be good representation from all states at this national convention. Make all the necessary plans so you can be there too. You'll never regret attending this assembly; but you certainly will if you miss it. Ask the ones who

(*Continued on page 2, col. 1*)

Attend the Convention *(Cont'd)*

attended the European assemblies.

2 Thousands of handbills, placards and window signs are ready, and something new—colorful lapel cards, just like the ones used at the London international convention, which were such a success in advertising the public lecture in the Wembley Stadium—will be there for your use. Hundreds of car cards will be displayed in the public transit buses and streetcars.

3 Parking space will be very limited. Although there will be some street parking in the general vicinity of the stadium, this too is limited. *While traveling to and from assemblies* and while at the assembly city it is always the best and safest practice to refrain from leaving any articles or valuables lying visible on the inside of one's car, because of the risk of having thieves break in and steal them.

4 Since the hotel rooms are inadequate to take care of all the brothers requesting such accommodations, some may be assigned to private homes. If you receive such an assignment, please accept it and bear in mind that a much greater witness can be accomplished in the homes.

5 It may be impossible to provide outlets for sound recorders or, at best, provide them for only a limited number. Therefore, please write Watchtower Convention, Sound Information, at 817 A Street NE., Washington 2, D.C., for verification *before taking your equipment.*

6 Experienced musicians may bring their musical instruments with them. Songbooks should also be brought by all. Send in your room request at once if you have not already done so. If there is not sufficient time to get it back in the mail before you leave, send it in anyway; then call for it at the rooming department when you arrive. Everything is ready for you to attend the Washington convention. Listen to the assembly call and ATTEND!

"Way of Success" *(Cont'd)*

related by those who have obtained subscriptions, *which will serve to* stimulate others in their preaching efforts. Successful presentations may be developed by observing others and by adopting and applying these methods in the field.

7 Participate wholeheartedly in its distribution and keep a record of all who subscribe, in order that back-calls may be made and the interest cultivated. Lovingly help others to join you in this service. Direct all to the sure way of "good success". Doing so, you will serve for Jehovah's vindication and the salvation of all who love righteousness.

Presenting THE GOOD NEWS

Through Bible Tracts
(Part One)

Competing with this fast-moving atomic age, the Christian servant at times finds himself faced with a problem: people generally are in a despondent condition and need comfort and assistance and yet, too often, they think that they are so busy they have no time to listen to the message. Realizing the importance of making known the good news of the Kingdom to everyone, he fervently and zealously strives to fulfill his commission from the Lord. But how is he to overcome the obstacle and present the message to the countless numbers who are so engrossed in this system of things that they continually give the excuse, "Sorry, but I am busy"? At the London convention the Society released something that will aid toward solving this particular problem: four fact-presenting, question-answering Bible tracts.

Just think! A complete witness on "What Do Jehovah's Witnesses Believe?" "Hell Fire," "Jehovah's Witnesses, Communists or Christians?" and "Awake from Sleep!" The question now comes to mind, How should these tracts be presented?

Being efficient ministers we will at all times consider the purpose of the tract. It was designed to give a witness by personal contact. The tracts are not to be slipped under the doors or left on the seats of buses, trains or other means of public transportation. When someone says "I am busy", a tract or two may provide the brief witness that is needed.

Do not hand out the tracts as you would a handbill. Nor are they for house-to-house distribution regardless of whether people are home or not. At all times strive to make a personal presentation. The tract is not to be left with the person of good will and then forgotten. Follow this up with a back-call. The contents reveal thought-provoking information and may lead to the placing of a bound book, further questions on the subject or the opportunity to give a verbal witness.

We should at all times handle the tracts carefully, realizing that they curl at the ends and soil easily. Avoid folding or crushing them. Make certain that those we present to the people are attractive to the eye as well as the mind. Perhaps a small folder can be used to hold them in the pocket or handbag.

There are a variety of opportunities that provide an opening for the use of the tracts. By carrying the tracts with us at all times, we will be equipped to give a witness under any circumstance. We can use them while talking to a friend or a relative or a businessman. In striking up a conversation with a stranger on the street or the friendly companion on the bus, the opportunity may present itself to make known the Kingdom hope.

So make known the good news with confidence that your territory can be more easily covered with the new and colorful tracts. Keep pace with this fast-moving system of things by letting those you come in contact with hear of Jehovah's purposes and of the coming destruction on this rebellious world. By conscientiously applying ourselves in presenting the tracts we will have many opportunities to further the witness work.

The Society is ready to fill company orders for tracts, and you may begin using them as soon as you receive them. In ordering the tracts *please note the one desired* and indicate by the corresponding symbol: T1—"What Do Jehovah's Witnesses Believe?" T2—"Hell Fire," T3—"Jehovah's Witnesses, Communists or Christians?" T4—"Awake from Sleep!" All orders should be in lots of 250. The prices on the tracts will be: 75 cents a thousand, 40 cents for 500, 25 cents for 250. There will be no reduced pioneer *rate. They are to be given away* free by the publishers.

After supplies of the tracts are received, 15 minutes in each service meeting for four weeks may be spent *in considering each of the tracts.* Discuss a different tract each week, showing how to make further use of them as a means of advertising and arousing interest.

Studies in *What Has Religion Done for Mankind?*

This book may be studied at the company book study as soon as the group finishes the book it is studying at the present time and when publishers have received their personal copies of the new book.

YOUR SERVICE MEETING

Reports indicate that although there is an increase in publishers throughout the country, yet there is no corresponding increase in book placements. It is the placing of books that furnishes one of the best bases for back-calls and home Bible studies. Therefore, to assist in overcoming this weakness in book placements, the following demonstration should aid the publishers to make their presentations more effective and enable them to devote more time in the field service, especially in the house-to-house activity.

SCENE ONE: The company servant and assistant company servant are on the platform discussing the report of the company activity. (8 minutes)

The company servant inquires of his assistant what an analysis of the Publisher's Record cards reveals. The assistant explains that the book placements are low and notes the need for improvement. He also shows how the other features of activity, such as back-calls and home Bible studies, have suffered and suggests that an increase in book placements would make way for increases in these important features of activity. Many times the book placements average less than the number of publishers, and it can be shown that it is usually a minority of the publishers who make most of the book placements. (Base your discussion on analysis of Publisher's Record cards.) Low hours of field service can also be emphasized as a contributing factor as well as the little amount of time spent in house-to-house activity. To remedy these weaknesses the company servant and his assistant decide to arrange for an interview of a few publishers who have been successful in their book placements.

SCENE TWO: An interview of publishers is conducted on the platform by either the company servant or his assistant. (8 minutes)

A number of brothers and sisters are interviewed to relate how they have been successful in their book placements. They can either demonstrate or explain how they present the books to the householders and illustrate how their presentations are varied with different persons to insure successful book placements. They can also show how these placements are followed up by making back-calls, pointing to some of their home Bible studies as a result of following up book placements. Likewise it can be shown how they devote a good portion of their time in house-to-house activity, rather than perhaps spending all their time in other features of activity.

SCENE THREE: Sunday morning out in the field service. (4 minutes)

A publisher is just finishing witnessing to a householder and places a book. The name of the householder is obtained, and the conversation closes with the householder agreeing to a return visit by the publisher. The publisher notes the householder's name and address and the book placement on his House-to-House Record form. As he looks up, he is happily greeted by two other publishers who in times past had spent most of their time in other features of activity. They joyfully tell of their successful placement of books and the good experiences enjoyed in witnessing to the people. With this, they express their intention of continuing to put more time in house-to-house activity. They express their gratitude for being encouraged to put more time in house-to-house activity and the blessing received from the Lord for doing so.

Change on Book Rate *(Cont'd)*

which you have an excessive supply may be used.)

If you do not have ample booklets in stock or are unable to obtain some from a nearby company that is overstocked and you wish to order booklets from the Society, then you may consult the August 1951 *Informant* as to which booklets are available.

Booklet Paper Shortage

The new booklet *Will Religion Meet the World Crisis?* released in London, will NOT be stocked for campaign use, due to shortage of newsprint paper. Only a limited supply of this new booklet is on hand for the publishers who wish a personal copy. Hence, if any company wishes to order copies of the new booklet, please be governed by the above circumstances.

Publications Now in Stock

The Joy of All the People

—Indonesian

The Joy of All the People

—Japanese

Reporting Home Bible Studies and Public Meetings

Some servants and pioneers are having difficulty in correctly reporting their home Bible studies. As a result reports containing mistakes are sent to the Society. It is not difficult to report correctly if instructions are followed. Do not report the number of times you conduct studies during the month as the "Number of Home Bible Studies". What is required is the number of *different* studies held. Before filling out your report stop and ask yourself: "In how many *different* homes did I conduct studies during the month?" If you were in five different homes then report five. Do not report twenty studies just because you held a study four times in *each* of the five homes during the month. However, each time you conduct a study, report it as a back-call.

Concerning public meetings: This column on the pioneer report card is to be used only by pioneers holding isolated territory. The pioneer who sponsors any public meeting in such isolated territory where the public is invited and a discourse is given should report such meeting. A pioneer who gives a discourse at a meeting sponsored by a company should not report the meeting, since that is to be reported by the company. Also, pioneers who advertise and attend such company-sponsored meetings should not report them. All public meetings in company territory are to be reported by the company, including funerals and meetings conducted by circuit servants. Consult *Counsel on Theocratic Organization* for further information on reporting properly.

Tract Experiences

Joyful over the prospect of using the new tracts, released in London, undoubtedly many publishers will be blessed with interesting and educational experiences. These experiences may prove to be helpful in aiding our fellow publishers. Any sound and helpful experiences pertaining to the use of and distribution of the tracts may be sent to the Society.

34 Per Cent Goal 144,913
UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

August Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.
Sp'l Pios.	226	139.7	58.7	8.0
Pioneers	7,422	107.1	39.6	4.9
Co. Pubs.	119,801	8.9	3.2	.5
Total Pubs.	127,449			

Public Meetings Held: 7,161

Bearing Fruit Manyfold from Right Soil

Three Bound Books to Be Offered

[1] Our ministry to Jehovah God is our most worth-while possession and it is therefore deserving of our greatest efforts. We should try to improve and excel in this all-important service to Jehovah.

[2] Jehovah has been very gracious to us. He has given us knowledge and enlightenment through his visible organization. The reading of the Society's bound books gave us our fundamental knowledge of the truth. From there we gradually progressed more and more in life-giving knowledge and, in turn, we proved our faith by bearing fruit manyfold. —Mark 4:20; Luke 8:15.

[3] Yes, our Bible-study aids, the bound books, have borne fruit by helping many to a knowledge of God's wonderful purposes; and now when the need for bearing fruit manyfold is so great we are going to offer three bound books to the people wherever possible, on a contribution of only $1.00. The three-book combination offer to be used during the month of November will include *"This Means Everlasting Life"* and any other two campaign books that the company has in stock.

[4] Let us bend every effort to place these books in the hands of the people. Keep in mind that the placing of literature is a step toward imparting to persons of good will the knowledge that is life-giving. But in order for us to help them appreciate the bound books, we must know what our publications contain. Become familiar with these study aids and, with strong conviction and sincerity, use them effectively in preaching the good news of the Kingdom.

[5] In order to bear fruit manyfold, we must prepare an enthusiastic and convincing presentation of the books, and then 'buy out opportune time' to spend in Jehovah's service. Engage in house-to-house work, call on the "not at homes" and endeavor to share in all other features of the ministry. Remember also to make return calls on those who obtained the books and help them to "get understanding" of the way that leads to life. Strive always to excel in your service to God, and thus you will be truly bearing fruit manyfold from right soil.—Matt. 13:23, *NW*.

Public Meeting Welcome Slip

To welcome persons of good will and make them feel more at ease, and to acquaint them with true Christian hospitality, the Society is printing Public Meeting Welcome slips (C-29). These are to be given out before the public lecture to good-will persons and strangers. When circuit servants order programs for the circuit assemblies they should order these welcome slips at the same time. They are to be used at circuit and district assemblies. Estimates on the number required can be determined by ordering (1) enough programs to supply only the *publishers* attending the assembly and (2) enough welcome slips to supply the number of good-will persons and strangers anticipated. The Assembly Good-Will Follow-up slip (C-63) will continue to be used by the publishers when finding interest. Companies should review this information just prior to their circuit assembly.

Tax Exemptions on Kingdom Halls

Companies that rent halls are not entitled to tax exemption on the real property. Since the building is not a church and the owner receives rent, he must pay taxes.

Companies that own their Kingdom Hall are entitled to exemption from paying taxes under the state constitution.

This is notice to any company that owns its Kingdom Hall and has been paying taxes on it to write to the legal office of the Society as to the amount of taxes paid and the date of the payment of taxes each year, and instructions will be sent as to the procedure for obtaining tax exemption. Address your letter to Watchtower Society, Legal Office, 124 Columbia Heights, Brooklyn 2, New York.

COMPANY ORGANIZATION

The School Servant

[1] The school servant occupies a unique position in the company. Into his hand has been committed the responsibility of training the brothers in public speaking, and both the brothers and the sisters in their oral presentations. By setting an enthusiastic, energetic pace for himself, he sets a good example for those whom he is trying to assist.

[2] The school servant should take an active, personal interest in the students. His job is not just to assign them talks and then counsel their presentation in the school. He should give them personal assistance and instruction in preparing and delivering their talks. The students should appreciate that the school servant is their servant and should not hesitate to ask him for needed help.

[3] Time should be spent by the school servant in preparing for the school. Not only should he be familiar with the lesson, but he should also be prepared in advance for his counsel. This can be done by keeping a duplicate counsel sheet or a record for each student. So doing, the school servant can be familiar with the points on which the students are likely to be weak and can look up appropriate lessons in *Theocratic Aid to Kingdom Publishers*, noting constructive counsel and suggesting that the student also study those chapters.

[4] Counsel should not exceed two minutes. The instructor can thus limit himself by discussing only one or two good points and one or two weak points. He will still have sufficient opportunity to give constructive suggestions for overcoming weaknesses and for showing practical application of the good points.

[5] The present arrangement of the school, allowing one minute to present important points omitted by the student speakers on the Bible chapters, offers the sisters a grand opportunity to have a greater share in its blessings. (This, however, does not apply to the chain word talks.) Of course, participation in the discussion requires advance preparation. But preparing the lesson on the *New World Translation* is not 'wearisome for the flesh'. In fact, those who do little advance preparation have no idea of the thrill they are missing in discovering for themselves clearer renditions of scriptures that were previously hard to understand, more powerfully worded scriptures for use in the field, and eye-opening chains on subjects that were previously puzzling. If you are doubtful about how to study the lesson, ask the school servant for assistance, whether you are a brother or a sister, enrolled or not enrolled. Do not deny yourself this fascinating and beneficial personal study.

[6] The school servant should be a constant example to the publishers, as all servants should be. He too must set an example of faithful field service, assisting publishers to use well their ministry training. The better the example he sets in the school and in the field, the greater will be his joy in assisting his brothers in the way of success.

INFORMANT

NOVEMBER, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW. BROOKLYN, N. Y.

Bearing Fruit Manyfold from Right Soil

Three Bound Books Offered During November

Back-Calls and Bible Studies to Be Emphasized

1 The flood of expansion is on! The Lord's sheep are hearing his voice and are pouring out of this system of things. This is a torrent of increase that will continue on until the Universal Sovereign, Jehovah, declares that our work is finished. And how is this increase coming about? Why, by the cultivation of "the right kind of soil" and by Jehovah's blessing on this work so that those "hearing the word and getting the sense of it" really bear fruit manyfold.—Matt. 13:23, *NW*.

2 During the month of November, to aid us in our cultivating work, we will be placing three bound books, preferably including *"This Means Everlasting Life"*, on a contribution of $1.00. These aids can be used in several ways, as we shall see.

3 Bearing fruit manyfold means seeing an increase in publishers and general service activity. To achieve this result, we must do more than just break up the soil and plant the seed with the initial presentation of the offer. We must weed, water and loosen the soil around the seed. That means making back-calls on the persons with whom the books have been placed, re-arousing their interest and pointing out ways in which the seed of truth which has been planted can be made to sprout and grow in their hearts.

Producing the Fruit

4 Of the various soils, only the "right kind of soil" brings forth good fruit. By zealously following up all interest found we can definitely determine which is right soil. Hence, it is the responsibility of each publisher to follow up the interest he finds. If he does not, the seed cannot be expected to bear fruit. On the other hand, if we do make the effort in this matter, Jehovah is certain to bless it with increase.

5 But, again, we do not stop with back-calls. Home Bible studies, using the books as study aids, must be started if the good-will persons are to advance toward maturity. From the home Bible study such ones will get the basic knowledge and understanding of God's Word that helps them send roots down deep so that they cannot be choked out or plucked up by the birds. Thus they grow in the accurate knowledge of the truth.

6 The fruit is finally harvested when the new interest are taken out into the field service. If they are properly trained in regularity and proper presentation of the good news they continue the cycle that produces fruit as much as a hundredfold. They cannot be left to stand alone until they are sufficiently mature and strong in God's Word. Otherwise they might, as tender young buds cut from the tree, wither and die.

Increased Activity Vital

7 It is true that there has been an increase in back-call and Bible study activity in this country. However, reports show that there

(*Continued on page 2, col. 3*)

Hell-Fire Tract Correction

The following correction in the Hell-Fire tract should be noted by all Kingdom publishers. On page 3, paragraph 1, in lines 2-4, the portion of the first sentence under the subtitle "What Does the Bible Say?" reads, ". . . but, please note, the expression 'hell-fire' is not to be found, and there is a vast difference." This should read as follows: ". . . but the expression 'hell-fire' is not translated from the same original Greek words, which makes a vast difference (*gehenna* is used, not *hades*)." All publishers will please study and become familiar with this correction so that all will be fully equipped to explain any questions that may arise relative to this matter in the field.

(NOTE: Tracts should be ordered in lots of 250 of each tract; for example, 250, 500, 1,000, etc., as the Society will not be filling orders for less than 250 of any one particular tract. Companies may supply the tracts to the publishers in quantities desired, based on the same rate paid to the Society, such as 65 for 5c, when they have been received in lots of 1,000. Tracts are cash items, therefore a remittance should accompany your order.)

"Here Am I! Send Me"

Many Respond as Pioneers

1 "Whom shall I send, and who will go for us?" Among those who have responded in thunderous tones to this most cherished invitation, there are the 6,166 full-time servants of Jehovah who have heard his voice, and their answer is similar to that of the prophet Isaiah, as they unitedly cry out, "Here am I! send me." (Isa. 6:8, *AT*) No ordinary invitation is this, but a call from the eternal King, Jehovah God.

2 We are living in the day of Theocracy's increase and we share in the joy of seeing the actual fulfillment of prophecy. Our eyes witness God as being true to his promises. Are we only to gaze and stare at this wondrous fulfillment of promised expansion or can we have a greater share in this invitation to "praise Jah"?

3 Jehovah is the great director of this chorus of praise to his name. From and after 1918 he sent forth the call, "Who will go for us?" and, "Enter into the joy of your master." We have had the cue, what more do we need to join in the life-giving melody and song? We must now give our best so that the song will reach the ears of all who have righteous hearts.

4 The chorus is made up of those who really and sincerely desire to be used by the Lord and who actually do sing forth His praises. At first we participate in the chorus by being good company publishers. With this requirement met, the next question is, How can we have a

(*Continued on page 2, col. 1*)

Here Am I! Send Me *(Cont'd)*

greater share in this song of praise and respond more fully to the invitation? This is made possible by being used as ministers in a full-time capacity—pioneering! Yes, these are the ones who are ready to heed the voice of the Lord now and are most fully qualified and able to share to the fullest extent in answering the question, "Whom shall I send?" They say, "Send me."

5 Does that mean that just a limited few can be pioneers? Definitely not! All who have completely dedicated themselves to do the will of Jehovah have the opportunity to take advantage of this privilege. If you have participated in the field service regularly for at least six months after having submitted to water immersion, you are eligible. The pioneer is one reporting full time, to the extent of at least 100 hours a month, or 1,200 hours a year, in Kingdom preaching.

6 The voice issuing forth from the throne says: "Be praising our God, all you his slaves, who fear him." (Rev. 19:5, *NW*) Who is in the most logical position to fulfill this command of continuous eulogy? If you answer that it is the one who does all he possibly can in service to his Creator, your reply is correct. So you see why Jehovah in his Word holds forth pioneering for all, and as time goes on we can expect to see this group of full-time praisers grow and expand.

7 In many cases, whatever your present station of life is, by wise planning, use of foresight, an organized schedule, good conscientious work, reliance on Jehovah's promises and by prayer, you can be a pioneer. Strong determination, courage and faith are needed in this full-time work of setting the prisoners free. Practical information and illustrations on how to get into the pioneer ranks and then remain there will be considered in subsequent issues of the *Informant*.

8 An automobile, trailer or substantial living quarters are not the things essential to be in the pioneer service. If we plan to have these things before we enter the full-time work, we may never taste of the real pleasures and joy of pioneering. We can easily become a slave to this old system of things by craving, submitting to and striving to fulfill the desires of the flesh. "Keep on . . . seeking first the kingdom," said Jesus, "and all these other things will be added to you."

9 Consider too that there are many in the world who are tied down and chained to old world traditions and philosophies. How dark must their future look to them without any hope! As a pioneer you have so much more time to get to all of the people in your territory, to call back on all of the book placements you make and aid them to clear their beclouded minds. Refreshing to them will be the news of the new world promises. The future you seek is before you; measure your steps wisely by making up your mind to join the chorus of full-time praisers in the united cry, "Here am I! send me."

Presenting THE GOOD NEWS

Through Bible Tracts

(Part Two)

1 A mature dedicated servant of the Lord appreciates fully that he must live a life of praise to Jehovah all the time. Necessarily, then, he must follow the command: "Preach the word, be at it urgently in favorable season, in troublesome season, . . . with all longsuffering and art of teaching." He must be 'always ready to make a defense before everyone that demands of him a reason for the hope in him'.

2 The four tracts recently released by the Society were designed particularly to aid us to always be ready to effectively present the good news. In our daily routine we are continually coming in contact with people, either when out in the field service or when doing necessary work to sustain ourselves in the ministry. Let us not waste these opportunities to preach the good news.

3 For instance, the housewife can keep a supply of tracts conveniently placed at home and use them in witnessing to those who call, such as deliverymen, salesmen, neighbors, etc. To the neighbor that drops by for a few minutes she might say: "I've talked to you several times about the Bible and what Jehovah's witnesses believe. Here's a little tract that discusses the primary doctrines of the Bible and Scripturally shows what Jehovah's witnesses believe. Read it over and I'll be happy to discuss it with you sometime when I'm over to see you."

4 A brother riding the bus or streetcar to work in the morning engages in conversation with the person beside him. World conditions predominate in the conversation and, perplexed, the stranger asks: "Why is it that something can't be done about this awful state of affairs? People are so indifferent." No time for a long, detailed witness, so the brother briefly explains how these times fit into Bible prophecy and are known as the "last days" and thus lays the groundwork for presenting the tract *"Awake from Sleep!"*

5 The brother who is a farmer and known by all in the community to be one of Jehovah's witnesses may engage in conversation with his supplier of needed items for the farm. The discussion turns to Jehovah's witnesses and he inquires: "Is it true that Jehovah's witnesses have connections with the Communists as claimed by many?" The brother can briefly explain: "No, for Jehovah's witnesses are hated by the Communists and are outlawed in Russia as well as other countries behind the Iron Curtain. They have no connections with such futile organizations of men but put their trust entirely in Jehovah God and his kingdom. I have a tract here that goes into this matter briefly. Read it over and let me know what you think about it next week when I call."

6 The younger brothers can use the tracts in witnessing to their friends at school. In a discussion of God's punishment for the wicked, the subject of hell-fire comes up. The young publisher might say: "My family doesn't believe in hell-fire. they believe what the Bible teaches about it, and here's a little tract that proves what hell really is."

7 Yes, tracts open the way for many fine discussions. The shop and office workers can use them when talking to their fellow workers while eating lunch or otherwise. While traveling, we can supplement our verbal witness with appropriate tracts. In many cases they will serve as the first step in arousing interest. Be sure to follow up this interest whenever possible. Use every opportunity to effectively preach the good news through the tracts.

Publications Now in Stock

Counsel on Theocratic Organization for Jehovah's Witnesses —Ibo

The Joy of All the People —Cebu-Visayan

Bearing Fruit Manyfold *(Cont'd)*

is still a deficiency in these features of service and that the minority of publishers are carrying the bulk of the load, while the majority of publishers are content with a nominal share in this vital service. What can be done to improve this condition? First of all, we must all attend the meetings where proper instruction is given for carrying on these features of activity. Then each publisher must put his knowledge to use, taking his full share of responsibility in

(*Continued on page 3, col. 1*)

YOUR SERVICE MEETING

In order to harvest a crop a farmer must first of all plant seed. But that is not all that is necessary, for he must also water and cultivate it. If he is going to give the seed proper attention, he must know exactly where it is sown. The same principle applies in our ministry work. We must not only plant seed in the field by placing publications or stirring up initial interest, but the place of planting must be properly marked so the seed can be watered and cared for through the back-call and Bible-study work. In the following demonstration, Scene I illustrates the need for keeping a record of interest located and Scene II illustrates, not only the gratifying results, but how simple it is to keep such a record.

SCENE ONE: Start with publisher making current offer for the month on the doorstep of householder.

Part 1 (4 minutes) Householder shows interest in what is said and takes offer. Publisher encourages householder to read publication and to make a note of points he wants clarified, since he desires to call back to answer questions and discuss the subject further. Publisher leaves and, talking aloud to himself, says the contact just made was the best he has had in a long time and that he had better make a record of it for future reference. Going through his book bag, clothing, etc., he finds he has nothing on which to keep a record. He consoles himself by saying, "I'll remember that one. I won't forget a call like that."

Part 2 (3 minutes) Householder, who remains on the platform while publisher is talking to himself in front of house, manifests real interest in what was said and sits down to read publication. Another member of family comes in and householder starts telling of the interesting discussion he had with a minister who said he would call back at a later time. Part 2 closes with householder commenting, "I'm glad he said he would come back, for I want to hear more about that religion."

Part 3 (3 minutes) The publisher is back in his territory trying to remember where placement was made. After wandering around territory for awhile, he sees a place that looks familiar and, deciding it is the home of his call, goes to the door. An unfamiliar person answers the door instead of the original good-will person. He asks if the son or brother or father is at home. When advised the householder lives there alone, publisher replies he must have the wrong house. Leaving the house he tells himself he must be more careful in keeping a record so he can follow up interest and water the seed.

SCENE TWO: The same publisher, engaged in door-to-door work, presents the offer to another householder.

Part 1 (5 minutes) The householder manifests interest and accepts the offer. Being friendly and desiring to secure the name of the householder for future calls, he offers his name and in return receives the name of householder. Arrangements are made for a return visit and encouragement is given to householder to study the literature taken. On departing from house, publisher makes a mental note of house number and, after walking down the street, stops to make a written note of householder's name, address, publication placed, subject of interest discussed and date back-call is to be made.

Part 2 (5 minutes) The publisher is in the territory and, upon consulting the record he made, has no doubt regarding the back-call he is to make. He has the person's name and address, what was placed, subject discussed and is on time for the call. With confidence he goes to the door, greets the householder by name and effectively assists the person of good will with refreshing waters of truth.

General Points: For the convenience of publishers who find it advantageous to use, the House-to-House Record has been provided by the Society. However, small notebooks or any other similar device may be used by the publisher to note the important basic points outlined above. In addition to keeping a record of interest found, a record of *'not at homes' should be kept so the territory can be completely worked.*

Bearing Fruit Manyfold *(Cont'd)*

finding and then *returning to feed* the Lord's other sheep. Experienced publishers can assist those needing help to get started. In this way we really show our love for Jehovah and for our neighbor.

8 So, all publishers, take advantage of all opportunities to learn the best ways to serve Jehovah. Then show true understanding by applying your knowledge in the field. Do not stop at just planting, but through back-calls and Bible studies water and cultivate the seeds sown. So doing, you will take your place with those who are bearing fruit manyfold.

Preaching on Board Ships

1 In many coastal cities and seaports throughout the world a splendid opportunity for spreading the Kingdom message is afforded by visiting the ships from many nations which dock to unload cargo and passengers. Many of the men employed in the merchant marine of the world are eager for the opportunity to read and study the truth during their long days at sea traveling from one port to another. As they bring the literature they receive on their travels to their homes in distant lands the seed of truth has further opportunity to sprout and grow.

2 Usually it is not difficult to obtain permission to board the ships and to witness and place literature with the crews. A courteous explanation of your work and mission to the gate watchman for the dock and also to the guard at the gangway of the ship is sufficient in most cases to gain permission to enter. You can explain that you are a minister of the gospel and that you are engaged in an international Bible educational work. Your purpose in calling is to give the crew the opportunity to obtain Bibles and Bible literature and to invite them to attend a public Bible lecture while they are in port. A brief witness is sufficient in most cases. Where the company operating the ship requires a pass before entrance is permitted, the watchman or ship's agent can tell you how to get it.

3 In some cases it is necessary to ask for the chief officer of the ship and explain the work to him before the publishers will be permitted to witness to others on the ship. However, where the minister is freely permitted to board it is best to call on the crew in their cabins and then work up to the ship's officers, finishing with the captain. If members of the crew who are approached are on duty, the publisher should use discretion so as not to interfere with the necessary operations on board ship. For the most part it is possible to call from one cabin to the next just as though working from door to door in an apartment building, introducing yourself and presenting the offer.

4 Much good has been accomplished by brothers' witnessing on board ships while in dock, but it is a field which has not been regularly covered. Publishers visiting the ships will find it necessary to carry a good supply of bound books in various languages, depending on the nationality of the ships in port. When someone shows interest in the message it is good to suggest that it will be possible for him to meet with Jehovah's witnesses again during

(Continued on page 4, col. 3)

"Praise Jehovah as King" Testimony Period

Latest Book and a Booklet to Be Offered

In a world filled with false religion, how fortunate and privileged are the enlightened and true worshipers of the Almighty God, Jehovah. God's kingdom is the only source of hope in this fading, gloomy old world, and sincere worshipers of Jehovah realize it. That is why their praise and proclamation that Jehovah is ruling as King is now spreading and roaring out "as a sound of many waters and as a sound of heavy thunders".—Rev. 19:6, *NW*.

But what can be said of the many false religions of the nations? Are they applauding the blessed rule of Jehovah as King? Is this world aware of this greatest event in man's history? If not, then just what has religion done for mankind? Instead of honoring and praising the name of Jehovah, this world's religion has done everything within its power to push that great name into obscurity by omitting it, not only from many Bible translations, but also in its praise. False religion has given all of its worship and praise to a corrupt form of rule that the great King, Jehovah, has promised to destroy.

Urgency and necessity are laid upon us, then, to inform all people of what false religion is doing to them. And what a wonderful new instrument Jehovah has given us, to show to all the world what both false and true religion have done for mankind! The new book *What Has Religion Done for Mankind?* will be presented to the public in December, for the first time. Along with this a premium booklet (any of which you have a good quantity) will be placed, on a contribution of 50 cents. This book will appeal to all who are interested in what religion has done for mankind, and it will serve as an excellent book with which to start home Bible studies. Present it to everyone with conviction and enthusiasm such as you have for Jehovah's praiseworthy rule as King.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

September Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	301	131.6	51.7	6.9
Pioneers	6,514	88.1	36.1	4.9
Co. Pubs.	118,737	8.7	3.0	.5
Total Pubs.	125,552			

Public Meetings Held: 6,589

Unitedly Pressing Onward

Honest labor brings forth good fruit. Jehovah's servants have proved this to be true by the consistent increase of Kingdom proclaimers year after year. We are now in a new service year, which means that we will work for a new quota of publishers. The United States goal for 1952 is attaining a 10 per cent increase in average number of publishers, or 130,308 ministers of the true religion on an average witnessing in the field each month. The quota is based upon the average number of publishers for the year just completed, plus 10 per cent.

The company chart should have been posted by now so that all can check their progress as well as the various features of service that can be improved upon.

Stick close to the Lord's organization, attend and support all of the meetings and assemblies that Jehovah provides for us.

Preaching on Ship *(Cont'd)*

his seafaring by referring him to the list of branch offices throughout the world as found in each publication. Interested sailors can thus attend meetings in their ports of call.

"Let God Be True" Stock

Many companies are ordering the book *"Let God Be True"*. These are temporarily out of stock due to our presses being fully occupied with the new book *What Has Religion Done for Mankind?* However, 150,000 of these are in the company stockrooms in the U. S. Hence companies desiring *"Let God Be True"* should contact nearby companies to obtain their needs. Circuit servants noting companies with excess stock of *"Let God Be True"* should advise other companies that are out of stock so they may obtain some. When this book is again in stock announcement will be made. Until then please do not order.

COMPANY ORGANIZATION

Watchtower Study Conductor

[1] The *Watchtower* study conductor has a serious yet pleasant responsibility. He enjoys the privilege of directing the study so that the spiritual food the Lord regularly provides through the channel of the *Watchtower* magazine is properly and understandably served to Jehovah's servants. This he does by conducting an orderly and systematic question-and-answer discussion of the contents of the *Watchtower* magazine. The material studied will be according to the schedule appearing in the magazine.

[2] For this study to be lively and interesting, the conductor should thoroughly study and prepare his lesson in advance. He will thus be able to see that the main points of the lesson are covered, make sure that correct thoughts are expressed in harmony with the paragraphs, and be certain that the study is timed to stay within the allotted hour.

[3] If the appointed conductor is unable to be present to conduct the study, it will be necessary for him to arrange for some capable brother to substitute for him. He will select competent brothers to read the paragraphs, and will use a different brother each week, where such are available, notifying them of their assignment at least one week in advance. (1 Cor. 14:19) As conductor, he will read the questions on the paragraphs, and then call on as many holding up their hands to express a comment as time will permit. He should encourage the publishers to make their comments brief and to the point, and thus allow for several comments to be made on each question. He should endeavor to have as many different publishers as possible comment during the study. Timid publishers can be encouraged to participate by assigning them scriptures cited in the lesson which they can read and comment on when time permits. The conductor may also make comments on any of the paragraphs where a vital point has been missed. However, these comments should be required only occasionally, and should always be brief. (See *Counsel on Theocratic Organization*, paragraphs 131-134, for additional information.)

[4] When new ones comment during the study, the conductor should try to contact these publishers after the meeting and express his appreciation of their comments, and encourage them to give further comments at succeeding studies. A real effort should be made by the conductor to make all persons in attendance feel welcome and to feel free to participate in the study. At the close of the meeting, brief announcements relative to field service and company study activity may be made by the conductor or the company servant.

[5] The *Watchtower* study conductor will faithfully fulfill his responsibility and privilege of making certain that the brothers are properly served "food at the proper time". In addition, he will set a right example by diligently applying himself to feeding persons of good will in field service regularly.

INFORMANT

DECEMBER, 1951 "Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW BROOKLYN, N. Y.

"Praise Jehovah as King" Testimony Period

World's Religious Beliefs Proved False

Theocratic Worship Championed!

1 Under the full establishment of the new world every living intelligent creature will praise Jehovah God, the Almighty, as King. (Rev. 19:6, *NW*) Such is the purpose of the God of creation, and his will is sure to be fulfilled. The nucleus of this new world society of earth's inhabitants is today being gathered from all races and nations. Undefiled praise is increasing. Unitedly we will continue praising Jehovah during December by presenting to the public for the first time the book *What Has Religion Done for Mankind?* and any available booklet, on a contribution of 50 cents.

2 Urgently the warning is given: Mass destruction to befall mankind! And with mankind in general enslaved to error and ignorance, great is their need for truth and light to break their bonds. The dark superstitions and beliefs perpetuated by the varied religious systems of earth must be proved false, if sincere-hearted persons are to be saved from impending destruction.

3 The eye-opening Bible aid *What Has Religion Done for Mankind?* is a godsend to these persons. It clears away the confusion and ignorance which clouds the minds of men and it leads them to pure paths of worship. Literally hundreds of scriptures from fifty-four books of the Bible are cited and indexed in support of pure worship. Authorities of religion and science, men of great worldly following, are quoted and their works cited with impressive force. (For examples, see pages 85, 247 and 295.) Thus the book is not a fanatical blast at false worship, but is a calm, factual, Scriptural consideration, which will open the minds of the enslaved peoples. Call attention to the above-mentioned points, as well as other appealing features, such as its subject index and Scripture index, color illustrations and large bold type. Show how it is a practical book of value and facts, pleasing to the eye and whetting the appetite.

4 To ensure time being profitably spent, the companies will prepare and present instructive service meetings, illustrating practical and effective methods of placing the combination in the hands of interested persons. Timely information on the importance of following up with back-calls and establishing home Bible studies should be presented. (Note the suggestions in "Presenting the Good News" and "Your Service Meeting" in this issue of the *Informant.*) Each publisher will want to take notes, while reading or studying the book, and thus have these good points in mind to use when offering the book and also prepare friendly presentations for personal use in the field service. Further, appointed servants and study conductors will work directly with the publishers in the field, aiding them to make effective use of this new book at the initial contact and at subsequent return calls. (Acts 15:36, *NW*) The local company book-study arrangement can be of real aid as a service center. Midweek contact schedules should be arranged for all those who are able to meet with the group. Indeed, all publishers should avail themselves of every opportunity to present this new book, and then follow up their placements with back-calls and studies.

5 We are determined to "press the battle to the gate", exposing false religions and championing the one true religion. As enlightened new world ambassadors ours is the privilege of carrying the torch of freedom to the bedarkened prisoners, saying: "Go forth." (Isa. 49:9) We will thus show ourselves at unity with the organization of pure worship, inviting others to praise Jehovah as King with us, and then have "sure success".

"Taste and See that Jehovah Is Good"

Can You Pioneer?

1 Every person who has made a dedication of his life to serve Jehovah is *obligated* to serve him as much as he possibly can. If we have dedicated ourselves to his service, then everything we have should be used in praising the only true God. Why? Simply because we as consecrated Christians belong to Jehovah God through the merits of the ransom sacrifice he provided. "You do not belong to yourselves, for you were bought with a price," even the precious blood of Christ. (1 Cor. 6:19, 20, *NW*) If you are one of these devoted Christians, you belong to God.

2 It is true that Jehovah makes allowance for certain ones who have Scriptural obligations which cannot otherwise be cared for. (1 Tim. 5:8; Matt. 15:4-6, *NW;* Ps. 103:13, 14, *AS*) There are those who do not have such Scriptural obligations. Keep in mind that consecrated servants of Jehovah are not to take on obligations where there are unconsecrated relatives to carry the load, or, at least, not any more than their share of the burden. Our original covenant with Jehovah still stands. We are bound to it and must "obey God rather than men".

3 Then, too, there are many who have erroneously concluded that the theocratic requirement for each and every publisher at the present is part-time service. The Scriptures argue against such a mental conclusion. Those who can Scripturally do more, and yet do not, can be likened to living in a "fool's paradise". God's Word informs us to "honor Jehovah with thy substance", and "to present your bodies a sacrifice living, holy, acceptable to God". (Prov. 3:9, *AS;* Rom. 12:1, *NW*) If it is Scripturally

(*Continued on page 2, col. 2*)

Be Alert to Witness with Tracts

Have you found the tracts a ready instrument in incidental preaching? Do you use them to pave the way for future placements in your regular ministry? How well do you appreciate these fitting provisions from the Lord? If you have no physical obstacles to hinder your ministry, think of the innumerable opportunities you have of using the tracts to give an effective witness.

Those who are limited in a physical way can also make wise use of the tracts. For example, one invalid sister wrote the Society relative to her joy over the use of the tracts: "I am an invalid doing my witness work by mail and telephone. I have mailed thousands of cards using material on the subjects listed in the index of *'Equipped for Every Good Work'*. Along with this I have written out some of the principal points from the *'Let God Be True'* and *'This Means Everlasting Life'* books. So that I can make a direct contact, I usually send all my mail to people who have telephones. I make my back-calls by calling them up to find out their reaction to the letters I send them. I do find a great deal of trouble in expressing myself in writing; nevertheless, I always ask them to write to me if they have any questions on the subjects that I send out. Many have answered and said that they enjoyed my letters and cards, and are asking for further help. Can you imagine my joy when I first heard of the new tracts? Now I am able to send out a complete witness on a given subject. Along with these I include a few personal comments relative to the particular tract that I send. How wonderful it is to be able to supply those who request more information about our work with a well written tract which briefly yet satisfactorily presents the message! I know that many who are in the same position as I am will want to make wise use of this provision. I am thankful to the Lord's visible organization for the efforts it puts forth in making the witness work possible for all who wish to praise the King."

Have you too had good results in using the tracts? Then send your experiences in to the Society so others may benefit. The above may serve as a reminder to all of us to be "wise persons, buying out the opportune time". (Eph. 5:15, 16, *NW*) [We are unable to print tracts as fast as they are being ordered, hence there may be a reduction in your order or delay in filling it.]

Presenting THE GOOD NEWS

Using the New Book

December is here again! And with it comes the year's end, bringing holidays which stir the world to heights of religious fervor. Now, while all the world is conscious of religion, Jehovah's witnesses will present a timely new book, *What Has Religion Done for Mankind?* Preparation is necessary if we are to properly present it, and to aid in this, the following sample presentation is offered:

"Good morning, I am a minister calling in the interest of a world-wide Bible educational campaign. This work is vital now when one crisis after another faces mankind, and since religion is accepted by many as the answer to these crises, the plea for more religion is being raised throughout the world today. As we know, religion has existed for thousands of years. So the question arises, What has religion done for mankind? We are all interested in this, for when we understand religion's part in human history we know what to expect of religion in this present crisis. I have a Bible-study aid here that deals with this subject, *What Has Religion Done for Mankind?* It is yours for a contribution of only 50c."

After this introduction, one might continue: "This book discusses the major religions and gives a practical analysis of religion world-wide. For instance, did you know that the destiny of many nations has been shaped by religion? That once there was only one religion? Do you know how the false kind began? And did you know that communism is a religion, though it denounces religion as the opium of the people? All this information is viewed in the light of the Bible, and hundreds of Scripture texts are used. This book brings forcefully home to us that all religion is now on judgment, and all that is false will soon perish amid the great ruin that it is bringing upon itself."

The book's various features can be pointed out and demonstrated. A paragraph or two read directly from the book to the person will often arouse interest.

Use the book itself in overcoming objections. For instance, "I have my religion, and it is good enough for me." One might reply, "It is quite natural that you feel that way about it, and that very thought is discussed in this book." Turn to the index under "Toleration" and read to them the paragraphs referred to, namely, paragraphs 1 and 2 on page 17. Then conclude with the last paragraph in that chapter. Other objections can be overcome in the same way.

In conclusion, one might say: "This book carries a message of vital importance, appealing to all persons whether they are religious or nonreligious. Why not take a copy of this book and, along with your Bible, prove for yourself what religion has done for mankind?"

"Taste and See . . . " *(Cont'd)*

possible for us, the full-time service should be our goal.

4 The servants of God today are found in the following groups: (1) those in full-time service, or pioneers; (2) those for whom the Lord makes allowance because of Scriptural obligations, or company publishers; (3) *those who could be in the pioneer service, but are not.* In which of these categories do you find yourself?

5 A "pioneer" is one who converts all that he has into equipment that will aid him in full-time service of praise to Jehovah. He buys a car and a trailer, if he is able to, but if he cannot do that, then he converts what little he has into pioneering equipment, and uses his God-given means of transportation —his two feet. If he has obligations beyond that, he gets a part-time job to take care of them. The principle involved here is that he adjusts his life to fulfill his covenant obligations, that of full-time service.

6 Those, however, that find themselves in group three have not fully matured to this point. They are always busy living up to the supposed high standards of this old world. They are interested in having a home, with all the modern conveniences: car, radio, television and luxurious up-to-date furnishings and the like. Most of them have to devote the best part of their life to acquiring and maintaining these possessions. As far as Kingdom service is concerned, they do a little here and there when they can get away from their worldly ties. Being so absorbed in fleshly interests, they can-

(Continued on page 3, col. 1)

YOUR SERVICE MEETING

Whenever a publisher places a bound book he should have a definite objective in mind. That objective should be the starting of a home Bible study. This can be accomplished only if he is alert and has a ready plan of action in mind. There is no set time when a Bible study can be started, for prevailing circumstances at the time govern the actual procedure. The following demonstrations are designed to show some of the various times and ways Bible studies can be started.

SCENE ONE: (7 minutes) Publisher starts Bible study while placing bound book.

Witness introduces himself and new book *What Has Religion Done for Mankind?* Interest is aroused and quickened by pointing out that today there are hundreds of religions, while at one time there was only one true religion. Householder is asked if he would like to know when and how false religion began. Showing a desire to know the answer, he is handed a copy of the book. Then publisher demonstrates how book can be used to answer this question. He asks householder to open it to page 51, and directs his attention to questions at bottom of page. Opening his own copy to same page, he proceeds to demonstrate by regular question-and-answer method when and how false religion began. After a short discussion, arrangements are made to call back for a continued consideration of material.

SCENE TWO: Many times a householder will be busy preparing dinner, has company, or is in a hurry to leave for an appointment, etc. An alert publisher will then make arrangements to call later to start a Bible study.

Part 1 (3 minutes) At initial contact woman comes to door with appearance of preparing dinner. Alert publisher notes this and briefly states purpose of his call and presents the book. Woman remarks that she is busy preparing dinner and doesn't have much time to talk, but will take the book. Witness briefly informs her that a free demonstration on some very effective methods of studying book is provided for each person obtaining book, and, since she is busy now, he will call in a week (or when convenient) to give her a demonstration on studying book. Name and address are obtained for return call.

Part 2 (5 minutes) At appointed time publisher makes his return call. He informs woman that calling back is part of his service and he would like to spend a few minutes illustrating some effective methods of studying the book. He can then proceed to give question-and-answer demonstration similar to that outlined in first scene.

SCENE THREE: (5 minutes) Starting studies with those who do not wish to obtain additional literature since they already have some of the publications and have not read them as yet.

When offer is presented householder does not wish to obtain new book, stating he has not read any of the other publications obtained previously. Publisher inquires which publication party has, and then asks if he would like to know the best method of study, or perhaps he would like to have the proper method demonstrated to him now. Witness then follows pattern similar to that outlined in scene one.

[NOTE: The first contact need not be an hour in length, but can be limited to 10 or 15 minutes. Circumstances would determine how long this first call should be when contacting a busy person.]

1952 *Yearbook* and Calendar

Jehovah's witnesses are interested in the activities of their Christian brothers world-wide and are ready to share in the experiences and blessings of their fellow ministers. Each year they look forward to the president's global report on results of the ministry of their brothers. The 1952 *Yearbook* gives a thorough account of experiences, faithful endurance under persecution, results of increased knowledge and detailed facts on Theocracy's increase. Everyone who is interested in the expansion of the clean worship should have a personal copy of the 1952 *Yearbook*. It features the president's comments on the yeartext for 1952 and a Bible text with comments for each day of the coming year. Copies are 50c each.

The 1952 Calendar is also available for distribution. It contains the yeartext, "Say to the prisoners, Go forth" (Isa. 49:9), and the monthly Scriptural themes and is illustrated by a beautiful and fitting background. They may be had on a contribution of 25c each, or 5 or more to one address for 20c each.

Please keep in mind that all who are associated with a company should order through the company. The company should use the regular order blank and remittance forms when ordering these cash items. To ensure everyone's receiving his copy the company servant should determine the company's and pioneers' needs and order all *Yearbooks* and calendars at one time.

"Yearbook" for Pioneers

Due to the increased rate on mailing *single* copies of the *Yearbook*, the pioneers should get their 1952 *Yearbook* from the company with which they are associated. Labels are being sent to pioneers with this *Informant* which should be presented to the stock servant to receive your *Yearbook*. Pioneers in territory not assigned to companies will receive their copy direct from the Society. The above applies to pioneers on the list prior to July 1, 1951.

Publication Now in Stock

Can You Live Forever in Happiness on Earth? —Papiamento

"Taste and See . . . " (*Cont'd*) not do much house-to-house work, or much street work or conduct many Bible studies. Working for all these things will not permit very much time for the Lord's service. They are in a similar position to the rich young ruler who said to Jesus: 'I have kept all of the Lord's commandments; what yet am I lacking?' Jesus answered him: "If you want to be complete, go sell your belongings and give to the poor and you will have treasure in heaven, and come be my follower." That is what Jesus advises for all who are in the same circumstances as the rich young man—full-time service. (See Matthew 6:25-33 and 1 Corinthians 7:29-31.)

7 Therefore, those who can Scripturally do so and who are able to, why not sell all your belongings; that is, convert them into new world life-giving equipment. Then you will be able to feed many more of the poor with the bread of life. Now stop, pause for a moment and reflect. Does your heart rebel at the thought of having to change, disturb or upset your present state and surroundings? Does your flesh resent the call to pioneer service? Remember now, neither of these are safe guides! (See Jeremiah 17:9 and Proverbs 14:12.) God's Word is the only dependable guide. Set your mind in line with what the Word of God directs and then strive to keep it that way. Plan now to make pioneering your business and then send for your application.

Tell the People "Until Cities Be Waste Without Inhabitant"

January Begins *Watchtower* Campaign

Seeing Jehovah's name reproached on every hand and the majority of mankind giving no heed to the Kingdom message, Jehovah's witnesses are moved to ask at times, as did Isaiah: "Lord, how long?" But the Lord, knowing the need of his sheep still held captive in this world's systems and the need to keep declaring his vengeance against wickedness, gives the answer: "Until cities be waste without inhabitant, and houses without man, and the land become utterly waste." —Isa. 6:11, *AS*.

On with the preaching work then! While there is still time left, let the people continue to hear the message through the columns of *The Watchtower*. It is imperative that we know how to make wise use of *The Watchtower* in our ministry. We should begin now to prepare for the 14th annual *Watchtower* campaign, which starts January 1. The offer will be a year's subscription with a premium of any three booklets, on a $1 contribution. Those desiring to do so may offer a combination of both *The Watchtower* and *Awake!* on a subscription basis of $2 a year, with a premium of 6 booklets.

Campaign needs should be ascertained now by the company servant, in order that all might have everything required when the campaign starts. Territory should be lined up; group witnessing and the other service arrangements should be planned; and the accounts servant should prepare to receive the subscriptions from the publishers and dispatch them to the Society promptly each week. (Remit 90c for each new subscription.) Ample magazines and subscription slips should be on hand. A Distributors' Magazine Order blank is enclosed with the company's *Informants*, in the event the company desires to increase the number of magazines received. Demonstrations should highlight effective ways to present the offer.

The Watchtower has a message for all who are seeking the Lord. Its pages contain comfort, hope and encouragement, which are so lacking in the world. While the houses are still inhabited, use this dependable instrument of the Lord to "say to the prisoners, Go forth".

NEW SCHOOL SCHEDULE

Improved Procedure Initiated!

"Continue applying yourself to public reading," says Paul at 1 Timothy 4:13 (*NW*), and with the improved ministry school procedure, today's Christians can prepare for over a year of training in this vital part of their ministry.

Indeed, we do read, both privately and publicly. We read the daily text aloud, we read paragraphs and scriptures at our Bible studies, we read when summarizing the paragraphs at the *Watchtower* study. We are aware of the pressing necessity of reading with understanding, with enthusiasm, with expression. And now, by Jehovah's undeserved kindness, we are to get long-needed training and experience in the art of reading.

But this is not the only improvement to be made. Other features have been added to the school that will inject even more life, vigor and interest into it than it already has. Yet it will lose none of its powerful instruction and practical value for all. Get your new schedule and study it. Company servants, arrange to have the instructions thoroughly discussed in the service meeting; and, school servants, set the pace by giving the first instruction talk of the new schedule.

Publishers, enrolled or not, your share in the school is being increased and more privileges are being granted to you. Take advantage of this and every other tasty morsel served at the Lord's table.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

October Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	267	124.1	58.0	7.7
Pioneers	6,278	82.7	30.8	4.9
Co. Pubs.	114,426	8.9	3.1	.5
Total Pubs.	120,971			

Public Meetings: 4,807

COMPANY ORGANIZATION

Company Book Study Conductor

The company book study is an organized Bible study center where persons of good will can be brought to get their first taste of association with the new world society. Here they are able to get fundamental education of Jehovah's purposes. The study conductor plays an important part in administering this service. He works toward encouraging all to attend this study, remembering that the purpose of the study is to serve efficiently in giving new ones education for life and helping them to get started in speaking the truth to their neighbors. (Zech. 8:16) Hence, it is a very privileged position of service that the company book study conductor occupies.

This study is to be carried on in the same manner as the *Watchtower* study. It should be opened and closed with prayer. The conductor should ask the questions, and then scriptures cited but not quoted can be assigned to various ones to be read. Reading should be done in harmony with paragraph 143 of *Counsel on Theocratic Organization*. The study should not exceed one hour. If the chapter or portion being studied is concluded before the hour is up, before closing the meeting a few minutes might be used to review material just studied. The conductor should have his lesson studied well, and should make sure all important material is considered. Service announcements should also be made at the end of the study. If, at times, the study conductor is unable to care for this meeting, he should arrange for someone else to care for it.

With love, kindness and patience, the conductor should give all those attending the study helpful suggestions and examples in presenting the good news. By being friendly he can make everyone feel at home and assist new ones to get acquainted with the group.

The company book study conductor is appointed by the Society after he has participated in the field service regularly for at least one year after having been immersed. Thus all conductors should be mature brothers and able to carry out their assignment well to feed the Lord's sheeplike ones. By taking the lead and setting a good example in field service himself, he can be more than just a conductor of a study. He can aid new ones and publishers needing assistance to engage in the field service. He can take them along with him on back-calls and on home Bible studies, showing them how to bring comfort and enlightenment to the honest-hearted in their homes. Yes, as a company book study conductor, one has an important part in Jehovah's great educational program now being extended to "all kinds of men"